

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 7.

NEW YORK AND CHICAGO, AUGUST 12, 1911.

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FILL OUT BLANKS

Those Sent This Week to Members of the National Association Should Be Attended to at Once—Questions Asked.

ACCOMPANYING the second issue of the Bulletin, the organ of the National Association, are eleven separate blanks, bearing questions from as many committees and, of course, with space left on each for answers. These blanks are for the use of members and are intended to bring out important matters of trade interest which the various committees can embody in their reports, to be submitted to the convention at Buffalo in October.

These Committee Blanks, as they are called, are supposed to be read over carefully, filled in, signed and then sent to the national secretary, Mortimer W. Byers, 41 Park Row, New York. "Do it Now" is the admonition to members in regard to these blanks. The names of the committees, together with the personnel of each and their questions, follow:

Committee on Blank Books—H. A. Prizer, chairman, Wm. Mann Company, Philadelphia, Pa.; Harry Kiggins, Kiggins & Tooker Company, New York City; Wm. H. Brooks, Wm. F. Murphy's Sons Company, Philadelphia, Pa.

1. The committee would ask for an expression of opinion as to the wants of the trade on the subject of blank books.

2. What is the most important subject that should be taken up by the blank-book committee for investigation and recommendation to the national convention?

3. What unit for number of pages should be used in making up stock blank books—hundreds or quires—and should the same unit apply to all sizes and binders?

4. Would it not be beneficial for all stationers to adopt and charge the prices recommended by the catalogue commission as to blank books?

5. What have you to say about reducing the number of sizes?

Committee on Pens and Pencils—W. J. Driscoll, chairman, The Pioneer Company, St. Paul, Minn.; L. A. Hawkes, C. Howard Hunt Pen Company, Camden, N. J.; Ad. Heyman, Eagle Pencil Company, New York City.

1. Do you find that competition exists in your territory between the jobber and the dealer for the trade of the consumer?

2. If you answer in the affirmative, is the dealer handicapped in quoting prices by the special discount given to the jobber?

3. If this condition exists at all, is it more noticeable in reference to pencils than other commodities?

4. Have you any suggestions to offer in this connection?

5. Do you find imprint goods profitable?

6. Do you favor registration by all manufacturers with the National Catalogue Commission of all grades of pencils, for the purposes of a comparative list?

7. Do you desire to have any particular subject investigated and reported?

Committee on Paper and Envelopes—Charles N. Bellman, chairman, Franklin Printing & Engraving Company, Toledo, Ohio; A. B. Daniels, L. L. Brown Paper Company, Adams, Mass.; A. T. Selden, Young & Selden Company, Baltimore, Md. The paper and envelopes committee would like to be of some real benefit to the members of this association.

To accomplish the results desired, the co-operation of the members is necessary.

Please give the matter a little thought, look over the work of the past year and send in such suggestions as you think would benefit the trade in general.

Your committee will get in action at once if you will render this assistance.

Committee on Rubber-Stamp Goods—Wm. J. Kennedy, chairman, Kennedy Stationary Company, St. Louis, Mo.; Herbert R. Mann, Troy, N. Y.; M. L. Willard, Superior Rubber Type Co., Chicago, Ill.

1. Do you handle these goods for profit or for advertising?

(Continued on page 16.)

"AD" MEN MEET

The Associated Advertising Clubs in Annual Convention Extol Their Profession as the Greatest Producer of Business.

AT the convention of the Associated Advertising Clubs of America, held in Boston last week, papers were read on the various phases of the advertising business, many of which contained points of interest to advertisers in the stationery line. As the papers were numerous and lengthy, only but brief extracts can here be made from them.

In his address at one of the meetings, O. J. Gude, the well-known out-door advertising man said, among other things:

THE GREATEST COMMERCIAL FORCE.

"Business men and the advertisers present at the convention recognize that advertising is the greatest force in modern commercial economies, and that sincere study and investigation is necessary to know how to best apply their appropriations."

Men having this knowledge, he believed, are entitled to a degree of "Doctor of Publicity," and he said his concern is willing to co-operate with legitimate advertising agents who do constructive work on plans and ways, which he hoped would be satisfactory to agents and advertisers alike.

"AD." MEN, PROFESSIONAL OR BUSINESS MEN?

J. A. Richards, of New York, discussed the question of whether advertising agents are professional or business men. He said the advertising men have finished their aviation period and are down on earth with firm feet, and the time is not far distant when advertising will be the only sales medium for trade mark goods.

He told the gathering of a conversation one advertising agent had with a manufacturing firm which he had advised to cut the number of its different products and give its time and thought to a few of its best lines and in producing them to use the methods the firm knew to be best, in-

stead of listening to the opinions and whims of the small retailers all over the country.

By such means he pointed out that the firm could produce the highest grade of the goods it handled, and by proper advertising make them known for their excellence the world over. Mr. Richards held that the ad. man is a professional man, and gave examples of the line of work he is called upon to do, which entitles him to that title.

DOCTORS OF DISTRIBUTION.

The advertising man stands nearest to the problem of distribution, and is ever ready to aid and advise the manufacturer to distribute his products. It is the advertising man's business to take the well-made article and get it to those for whom it is intended with the minimum of expense. He suggested a degree of "Doctor of Distribution" for the advertising expert.

MERCHANTS WANT RESULTS.

Frederick W. Aldred, secretary of the B. H. Gladding dry goods company of Providence, spoke on "The New Idea in Retail Organization; the Advertising Manager a Sales Manager." He said in part: "It takes salesmanship to key up and keep up sales at a profit key today, salesmanship in print, person, display, ideas, plans and management. Therefore the retail advertising manager has become a sales manager. Practical merchants do not care what problems are solved by advertising. What they want is results.

"All successful retail stores are being conducted to some extent on efficiency principles, whether they realize it or not. They are handicapped in most cases, however, by not conscientiously adopting and aggressively practicing all the fundamental principles of efficiency, science or scientific management. There are many definitions of the essentials to efficiency in production, but none, to my mind, in retail distribution.

THE ESSENTIALS OF EFFICIENCY.

"May I offer for your criticism these six? (1) Staff organization added to line organization; (2) knowledge of demand, goods, cost, methods, markets, fashions, employees, customers, and past experience analyzed; (3) standards of merchandise, methods, functions, rewards and reasonable possible performances determined; (4) plans for creating values, anticipating and stimulating demands and promoting prestige, sales and profits; (5) co-operation with customers through better service, with employees through instructions, uplifting and profit-sharing; (6) direct responsibility for results.

"It is impossible to discuss in detail all the applications of these six essentials to retailing. The merchandise-buying force should specialize on supply; the advertising-sales force on demand. The new advertising-sales organization ignores past performances and sets its limit for future sales

performance, prestige and profits on the scientific basis of accurate, analyzed knowledge. It is at its best creative, constructive, efficient.

"Once the heads of large retail stores appreciate in dollars and cents of constructive, far-seeing sales ideas and plans the advertising sales manager becomes chief staff or idea and planning man for the whole business. No retail store is too small to profit by staff ideas, and the adoption of efficient principles. The new retail sales manager continually builds on the fact that the value of most merchandise depends not only upon what it costs to make and distribute, but how much people need or think they need it."

TALKS ON TRADE MARKS.

"Trade-Marks and Unfair Competition, from a Lawyer's Point of View" was the subject of the address delivered by Clowry Chapman of New York, who said:

"It is of the utmost importance for an advertiser to exploit his product so that confusion may be minimized. It should be remembered that the primary purpose of a trade-mark is to protect the public from imposition. This can be accomplished only as the trade-mark, the label, the package and other means of identifying a product have an individuality which readily distinguishes them from competing products.

"Whether a trade-mark consists of a name, or a symbol, care must constantly be taken to prevent its very popularity from eventually proving a serious handicap. In several instances a trade-mark, which originally had no particular significance, became so popular, so commonly used to designate all articles of a certain type, as to become a part of the language, a dictionary term.

"The courts have frequently shown impatience with those who have imitated another's trade-mark colorably or otherwise, even though clumsily, but as yet they have not gone so far as to limit the use of a trade-mark to one line of business. The patent office has, however, lately declined in several instances to register imitations of well known trade-marks, even when they were not to be in competition with the originators of those marks.

"Knowing by this time, through experience, what a trade-mark and other identifying means will do to build up trade, the unfair competitor may abandon infringing packages and originate others that it can properly use; and so again enter into fair competition. Or, rankling with resentment, it may refuse to turn back to the condition it was in when it began infringing.

"Vigorous action is then necessary by the factory imposed upon. It must establish its prior adoption and continued use of the trade-mark and other identifying means."

"The Place of the Novelty in Advertising," was the subject of the address of W. W. Van Ness of Boston.

AM I MY BUYER'S KEEPER.

L. H. Bulkley, of Columbus, O., spoke on the responsibility of the specialty salesman to the buyer, under the title "Am I My Buyer's Keeper?" Mr. Bulkley said:

"In the pursuance of my business I sell the buyer of a manufacturing establishment a bill covering 10,000 signs for \$3,000. I have spent days, weeks and probably months in working up this particular design for his company. It has been back and forth several times from the advertising manager of his company to the artists of my company. Skill and time and money have not been spared upon it, and at last the moment comes when he signs the order and I hold it in my hand ready to forward to my house for their part, its completion. I have done my work. I have sold him the goods; others are now to complete them and his company is to pay for them.

"Under the ordinary laws of business I have finished my part and it is no further concern of mine, except in a general way, to know that he gets what he pays for and puts them out as he sees fit. I have sold him the goods. It is his business to know how to use them. If he does not know how, he ought to. I have 50 other concerns as good as his to whom I must go and work out designs and make sales if I can, and I have no time to waste in a labor of love.

"I have done what I was employed to do for my company, and it is for his company to take care of their end of the deal. Let him work as hard as I have done to get the best results for his concern, for that is what they pay him for. I wash my hands of the whole matter right here and turn it all over to him.

SELLER SHOULD LOOK BEYOND THE ORDER.

"Let us hear from Mr. Buyer at this point. One of my customers said to me not long since, 'Ninety-five per cent. of all the men who come here to sell me the goods do not seem to care a continental whether I get value received out of what I buy of them or not. What they are after is the order and their profit in it and they consider their responsibility ended when I sign the order.' Then he proceeded to outline his ideas about what he thought a real salesman should be and do to cement the relations between the buyer and salesman.

"This consciousness of a copartnership between the buyer and salesman is no idle dream of a golden age to come, but belongs to the right now of our commercial life, for I take it that the days of the man who is simply after the order and the dollar it stands for, and cares not whether it makes or loses for the purchaser, are numbered."

GREATEST PRODUCER OF BUSINESS.

Joseph H. Appel, of Philadelphia, director of publicity of the John Wanamaker stores, delivered an address on "Construc-

(Continued on page 22.)



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

MITTAG & VOLGER, Inc.

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.
 BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

**DO YOU SELL "BERLIN'S"
 QUALITY FIRST STATIONERY?**

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

BERLIN & JONES

SALESROOMS: 547 WEST 27th ST.

THE HOME OF THE TALLY CARD



Reorders prove that quick sales pay

COMPANY

AND 136 WILLIAM ST., NEW YORK

STAPLE ENVELOPES OF EVERY DESCRIPTION

DULLNESS WANING

Wholesalers in Boston Notice a Slight Improvement in Business—Delegates Loud in Praise of the Hub.

NEW ENGLAND OFFICE,
127 Federal Street, BOSTON, August 8, 1911.

Boston really came into its own during the past week when at the close of the convention of the Associated Advertising Clubs and the Federation of Trade Press Associations many compliments were paid to the city by the visiting delegates, who for the first time recognized the fact that metropolitan Boston has nearly a million and a half people; that it has the greatest park acreage of any city in the world; that it is the tenth largest city in the world; that its per capita wealth is the largest of any other city in this country; that it has the shortest and most direct route to Europe and has the largest commercial organization in the world; that it has the largest watch, candy and shoe factories in the world; that its textile products and boot and shoe products are over three times those of any other city in the country; that it is recognized as second among the cities of this country in its increase in industries, and finally, it has become the favorite convention city of the country.

The foregoing facts, with the added hospitality extended to its guests, were sufficient to arouse interest in this section never before dreamed possible, and it was several days after the convention before the last of the parting delegates were enabled to publicly express themselves at their happy disappointment in finding metropolitan Boston occupying such a prominent position among the commercial centers of the world. The 1912 convention is to be held at Dallas, Texas.

DULL SPELL ON THE WANE.

Judging from the reports of the wholesale stationery trade and a slight improvement in general business locally, the mid-summer dull spell is gradually on the wane and better things are looked for from this time on. The former state that there has been a remarkable improvement in the demand for goods among the trade generally and what salesman they have on the road are turning in a fair supply of orders. While this month is the month of vacations and the largest number of people are away from the city at this time, the return of these people to the city by September 1 and the opening of the schools and various colleges during the next month, are facts of considerable moment to the local stationers, who anticipate a good Fall business. There has been a slight improvement in the commercial stationery line and this should continue steadily with the preparations for Fall in other lines. Office supplies and specialties are being largely called for, while the sale of post cards, novelties and Summer specialties are constituting the largest part of the stationery business at this time.

A WATERMELON FEAST.

A most amusing incident of the convention of advertising clubs held here the past week was the watermelon feast last Wednesday night, on a triangular plot of grass in Copley Square, directly in front of the Boston Public Library. The Atlanta delegation had arranged a treat for the several thousand advertising men and their guests and had shipped several carloads of watermelons to this city from Atlanta. These, on their arrival, were sent under guard to Copley Square and at night, under the glare of the electric lights, the melons were cut and passed around among those present. While the advertising men were enjoying themselves there were many thousands more surrounding the square on

the opposite sides of the streets, watching the fun and sincerely wishing they were a part of it.

Harper Poulson, of W. J. Carke & Co., with F. J. McLeavey, New England representative of Eaton, Crane & Pike Co., returned from their two weeks' vacation, spent in the vicinity of Halifax, Nova Scotia. It is impossible to glean from either what was the amount of their catch of fish, and Poulson is absolutely non-committal as to whether "Mac" umpired any ball games or not. When questioned on the subject Poulson greets you with his hypnotic smile and immediately sets at rest all desire to go into the details why those two always seek the shore of the provinces for their Summer outing.

John A. Sherman, of the Sherman Envelope Company, Worcester, Mass., returned last week after a several weeks' trip to the West, going as far as the Coast, and made his first call on the local trade last Thursday since his return home.

Almost punctual to the minute Charles K. Wadham, of Z. & W. M. Crane, Dalton, Mass., was here last week, and after making his calls on the local trade headed for the West.

George W. Elliott, buyer for the wholesale department of Samuel Ward Company, will leave on Saturday for a two-weeks' vacation, which he will spend with his family at Hingham, Mass.

A. A. TANYANE.

Those fortunate people who do not feel obliged to know little details before entering a store are certainly in the small minority, and the entire absence of price cards or cards of welcome is so alarming and forbidding to some people as to make the practice of not using any cards whatsoever decidedly dangerous.

Send us in samples of your window show cards—Others would like to see them.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES
WHITING PAPERS ARE STANDARD

THE COMPLETE LINE

of Whiting's Standard Papers thoroughly covers the wants of those catering to the best trade. It comprises Fine Correspondence, Wedding and Mourning Stationery, Visiting Cards, Papeteries, Typewriter Papers and Tablets in a variety broad enough to supply every requirement.

Out of own buyers are cordially invited to call, and a visit to our salesroom will in itself prove a liberal education to the stationer who has not seen this season's novelties.

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.

306-308 BROADWAY, NEW YORK CITY, N. Y.

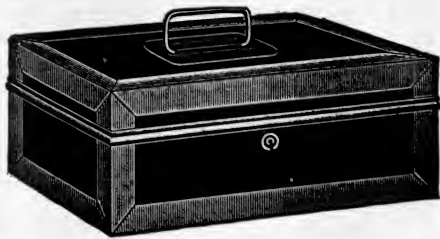
WHOLESALE STATIONERS

DOES THIS INTEREST YOU?

We carry over

25,000 DIFFERENT ITEMS

in general line of stationery and office supplies. Place your orders with us for **prompt** and **efficient** service. We solicit your patronage.



You Cannot Sell What You Haven't In Stock

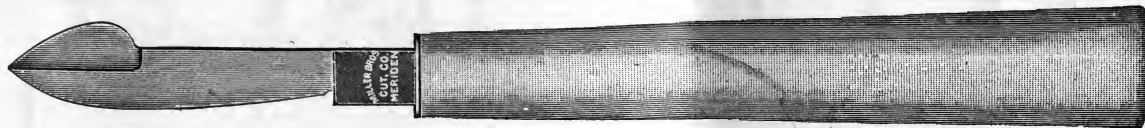
If you are not carrying a sample line of our

**Cash Boxes, Bond Boxes, Document Boxes,
Voucher Files, etc.,**

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

MILLER BROS.' INK ERASERS are the Standard



Made in
different shapes
and handles
of all styles

For sale by all leading Jobbers and Commercial Stationers



Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

ACTUAL SIZE
6 on a card—6 cards in a box

EBERHARD FABER, New York

A Change for Howard C. Nott

Howard C. Nott, who has been a traveling salesman for the Marcus Ward Company for over twenty years, has just been put in charge of the company's New York office at 369 Broadway, that city. While Mr. Nott will, henceforth look after the company's New York trade, still he hopes to see his old friends when they are in town. For them, he says, there is a hearty welcome waiting at 369 Broadway. As many of his customers are of twenty years' standing, he having sold them continuously for that length of time, Mr. Nott is anxious to still keep in touch with his old friends.

Mr. Nott's connection with the trade began in 1888 with William H. Ward & Company, an offshoot of the house of Marcus Ward. After eight years with that concern he went (in 1896) with the Marcus Ward Company. For this company he traveled New England, New York, Pennsylvania and the South as far as Texas.

Although still a young man, Mr. Nott has had an extensive experience in the papeterie and kindred lines. Unlike many sellers of goods, Mr. Nott knows how his goods are made, because he has made them, having been superintendent of the Marcus Ward Company's factory for three years. He is, therefore, well equipped to talk quality, design and workmanship.

As stated above, Mr. Nott will be pleased to have his old friends drop in on him when they are in New York. From August 18 to September 5 he will be on his vacation, cruising in the Sound as far as Newport, R. I.

Marcus Ward's Calendars

In the line of calendars produced by the Marcus Ward Company for 1912 there are two, entitled "The Knight's Calendar" and "The Proverb Calendar," respectively, that deserve special mention. These calendars have each twelve leaves (one month to a leaf). The dates and days of the week are printed in extra large type so that they can easily be read from a distance. Around the dates



are richly decorative borders and above the dates are scenes from the days of chivalry with old fashioned proverbs for each month. The decorative work is

medieval in style. The twelve leaves are held together with a ribbon bow of color appropriate to the printing on the leaves.

Marcus Ward Company issues every year a two-fold calendar, entitled, the "Church Calendar," size 5 x 3½ inches.



The front page is decorated in illuminated missal style in gold and colors. The proper lessons and other church matter for Sunday and holidays throughout the year are prepared for the Protestant-Episcopal Church in the United States.

Marcus Ward Company's complete line of Holiday Boxes and Calendars is on display at their New York Salesroom, 369 Broadway, where the trade are invited to call and inspect same.

Booksellers and stationers should make the most of their window and interior displays. Don't hide a good store behind a poor window.

VALENTINES

DAINTY VALENTINE CONCEPTS

Now Ready. One hundred and fifty numbers of the most original and attractive Valentine line ever on the market, which scores another victory for GIBSON of CINCINNATI.

Our sepia tones, hand-colored effects, three and four color work; steel die embossed and photogravure numbers with appealing sentiments cannot be surpassed.

No two alike, but exhibiting the greatest diversity in design and color, and emphasizing the faultless finish that characterizes all of the Gibson goods.

Priced from One Cent to \$2.50

Dealers!! You had better get acquainted with this QUALITY line now. Let us hear from you.

THE GIBSON ART CO. :: CINCINNATI

ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office

EXCLUSIVE PATTERNS

IN

School Bags, Pencil
Boxes and Incidentals

FOR THE SCHOLAR

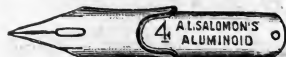
SPECIALTIES AND NOVELTIES FOR THE
STATIONERY TRADE

A. L. SALOMON & COMPANY

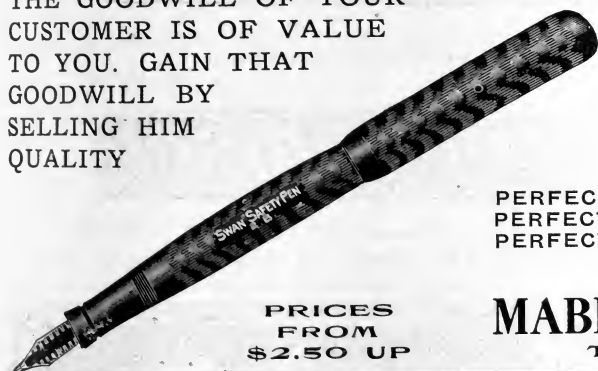
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



THE GOODWILL OF YOUR
CUSTOMER IS OF VALUE
TO YOU. GAIN THAT
GOODWILL BY
SELLING HIM
QUALITY



PRICES
FROM
\$2.50 UP

QUALITY

has been our watchword for three-score years and ten. It is
the keynote of the success of the

"SWAN SAFETY"

PERFECT GOLD PEN.
PERFECT FLOW.
PERFECT SECURITY.

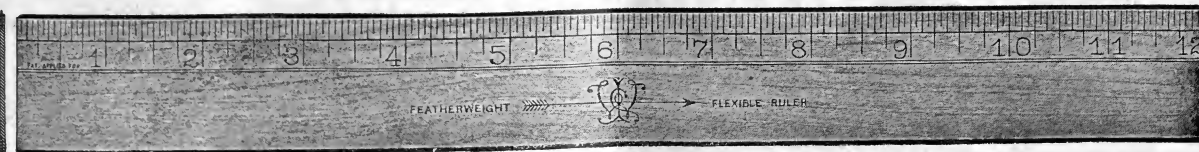
Mabie, Todd & Co.'s make.
"Ladder" under feed. Gold top feed.
Patent screw cap bottles the ink.

QUALITY AND HANDSOME PROFITS.
Get Terms and Particulars at once.

MABIE, TODD & CO. **M**
THE MAKERS **ctd**

17 MAIDEN LANE, NEW YORK
209 STATE STREET, CHICAGO
124 YORK STREET, TORONTO

THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite,"
a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED
CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

We Have Moved Our Brooklyn Factory and
New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK





MARCUS WARD'S "EVER READY" NOTES

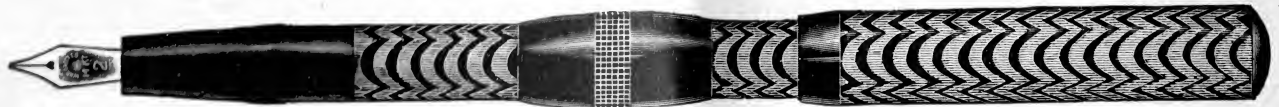
A Portfolio containing 25 correspondence sheets with perforated border and round corners, in tablet form, gummed, ready for mailing. Opposite the correspondence sheets is mounted a blotter always ready for use. Travellers will find the "Ever Ready" Notes portfolio a boon companion. Can be retailed at a popular price. *Send a sample order which can be shipped immediately upon receipt.*

NEW YORK SALESROOM
369 Broadway
Telephone, 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

FACTORY AND OFFICE
116-124 39th St.
Brooklyn, N. Y.
Telephone, 304 Bay Ridge

NEW "RIVAL" SELF-FILLING PEN



CLOSED

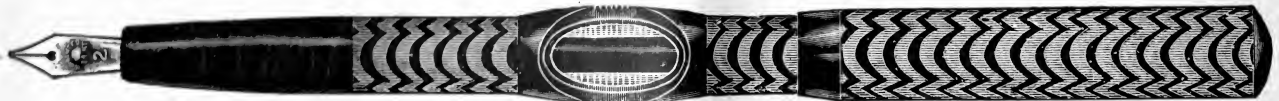
Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes
Retail
from
\$1.50
to
\$3.50.




OPEN

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

Plain,
Chased
and
Gold-
Mounted.




Collins


DRAWING INK

WATERPROOF


FLOWS READILY, DRIES QUICKLY
BOTTLE CANNOT UPSET - CORK CANNOT ROLL
MADE IN COLORS WHICH ARE STRONG AND BRILLIANT
DISTRIBUTED BY ALL JOBBERS
COLLINS INK CO., HOBOKEN, N. J.



A. W. Faber's



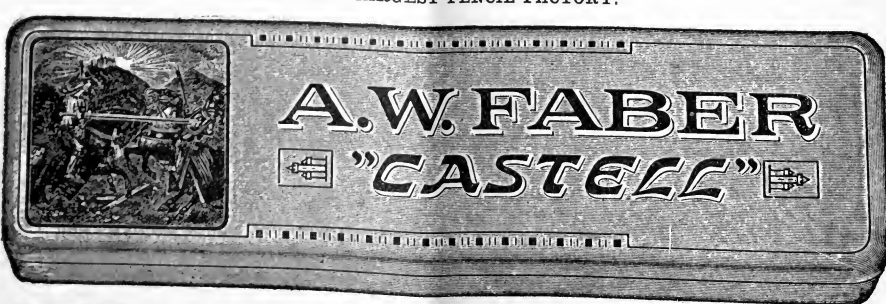
"CASTELL"



Pencils

OLDEST AND LARGEST PENCIL FACTORY.

Packed
in
Beautiful
Lithographed
Metal
Boxes



The
Finest
Pencils in
the
Finest
Packing

A. W. FABER

Established 1761

NEWARK, N. J.

TRADE ITEMS

Good reports in regard to trade still come in from the big cities. In this week's STATIONER it will be noted that our correspondents in Boston, Philadelphia and Chicago all tell the same story of activity and a bright outlook. School supply trade is, of course, the most active line just now, as retailers are pressing the jobbers to fill their orders without delay. In the other branches of the business there is a better trade than usual at this season. This fact is very encouraging and seems to presage a big business later on. With the first contingent of the travelers starting out this week, great activity is looked for in manufacturing and jobbing lines.

William K. Potter, Jr., of Providence, R. I., is now in charge of the business of his father, William K. Potter, Sr., who died recently. The concern does a wholesale and retail business, and is located at 348 Westminster street, that city.

The Bradley Printing Company, of Quincy, Ill., was incorporated last week, to do a general printing publishing and book binding business. The capital stock is \$10,000, and the incorporators are C. J. Lusk, J. E. Montgomery and R. J. Bradley.

The Novelty Shop, in the Upton block, Maple street, Danvers, Mass., has been bought by Miss Lena Harrigan, who has managed the same successfully since the store, but all kinds of merchandise will be continue to carry the same line of goods and enlarge the circulating library, which has been a great success.

Elm Grove, W. Va., is to have a new business house and it will be opened to the public about September 1. The new concern will be located in the new store, recently erected on Main street by

Kimmins & Eckard, and will be known as "The Variety Store." The business will be conducted by Louis and William Eckard, of Glenwood, and, as its name implies, a variety of articles will be carried. It will be in the nature of a 5 and 10-cent store, but all kinds of merchandise will be handled, ranging in price from 5 to 25 cents. Carpenters are now at work putting in shelving and counters, and it is expected to have the place ready for business at the time stated.

William & Marty, of Pana, Ill., was incorporated last week, capitalized at \$10,000, to deal in stationery and other merchandise.

The Dennison Mfg. Co., 26 Franklin street, Boston, Mass., has just issued its list of prices, which covers the Dennison line of manufactures, which are sold in that company's stores. This price list was first prepared for the use of Dennison dealers, at the instigation of the National Association of Stationers and Manufacturers, to help them in their endeavor to establish and maintain a uniform list of prices.

The first number of a new publication, *The Anti-Socialist*, is scheduled for October 1. Its purpose is to show the folly of Socialism. The post office address of the paper is Box O, Station B, Washington, D. C.

The New York trade received this week a set of folders from the J. E. Linde Paper Company, 84 Beekman street, showing the Trade Mark bond in eight colors. The paper is watermarked with the Linde trademarks, and sells for 7 cents. It is particularly for circular letters, office forms and second sheets.

Announcement was received in the New York trade last week that John F. Sarle, paper dealer, 58 John street, had been appointed sole agent in New York for Greylock linen ledger, one of the L. L. Brown

Paper Company's papers. This is a very well known line and especially valuable for loose leaf purposes. With this addition Mr. Sarle now carries a complete line of L. L. Brown.

Richard C. Loesch, paper dealer at 76 Beekman street, will distribute about September 1, 1,000 oak filing cabinets for cardboard and paper samples. These cabinets are nicely finished in quartered oak and measure 12x13x4 inches. Each cabinet will contain 1,000 separate samples of cardboard and paper, arranged in twenty-five books, with prices, descriptions, terms, etc. The cabinets are the most elaborate and complete sample cases ever distributed by local jobbers. Mr. Loesch also has in the hands of the printers 1,000 books of fancy envelopes and paper. These books and cabinets will be distributed among the local stationers and printers. Over 1,000,000 separate impressions will be required to finish these two advertising devices, and thirty cases of cardboard and nine cases of paper will be consumed. The output will necessitate an expenditure of about \$5,000.

The unsanitary drinking cup and the roller towel have been banished from the schools of Oroville, Cal., by the order of the city board of education. Sanitary drinking devices will replace the cups and paper towels will be used henceforth.

The R. C. Kastner Paper Company, at 114-116 Worth street, New York, is distributing among the trade a new line of 1911 loose leaf sample books, which contain a full line of bonds, linens, ledgers, writings, book papers and safety check papers. The company is also sending out sample circulars of the Old Tabard bond, which sells for 17 cents per pound; the Condor bond, a 15-cent paper, and the Official record, ledger, another 17-cent paper. W. M. Pringle & Co., paper dealers, 417

TWO NEW COLORS

We have made two new colors in Hurd's Lawn Finish and Hurd's Lawnette, Pastel Blue and Pastel Brown. They will be shown with our Fall Line in all the latest shapes and sizes, and can be had in Color Border and Gold Bevel effects.

These colors are beautiful because of their soft richness. They have the same air of elegance and distinction which characterizes all of the lines in Hurd's Fine Stationery.

We have, for this year's holiday season, a beautiful line of greeting folders with plate printed inserts. These are all stamped on the covers from new dies which we have had made for this line. Send for samples.



GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

Lafayette street, New York agents for the Keith Paper Company, of Turners Falls, Mass., are beginning to reap the benefits of the handsome sample book of Keith art covers recently sent to the trade by the manufacturers. There are three colors in the Keith art cover paper vellum finish, viz., poplin, crinoline and Suisse. Bristols are also carried in the same colors. So far the booklet has met with favorable success and promises to continue with same.

Cornell & Ward, manufacturers of toilet papers, 160 Franklin street, have been awarded the contract for toilet paper for the United States Navy. The contract calls for 1,750 cases, or 175,000 rolls of 2,000 sheets each. One hundred and fifty thousand rolls will be sent to the Brooklyn Navy Yard and 25,000 to the Norfolk yard. Cornell & Ward made a bid of \$14,805 and received the contract. The paper to be furnished the Navy is an all-jute and rope tissue, and made at the Hinsdale, N. H., factory. The contract was awarded last Thursday.

The Turners Falls Pad Company (Mass.) has been organized by John H. O'Connell and Patrick McCarthy, of that place. They have leased a vacant store and installed machinery. Mr. O'Connell, who is night foreman of the Keith Paper Company, has had seventeen years' experience in the manufacture of paper.

The Bureau of Manufactures of the Department of Commerce and Labor has just

issued a pamphlet of 15 pages, called "Promotion of Commerce," which every manufacturer and business man would find useful on his desk or in his files. After a rather full description of the work of the Bureau of Manufactures, the pamphlet outlines briefly in short paragraphs, somewhat after the manner of the Congressional Directory, the duties and functions of various branches of the Government which are carrying on service related to the promotion and development of trade and manufacture. Over thirty bureaus and branches of the Government are listed from the Departments of Commerce and Labor, State, Interior, Agriculture, Treasury, War, etc.

In a recent issue of the Paper Trade Journal it was stated that a new pulp and paper company, known as B. Grier, Ltd., had just been incorporated with its head office in Montreal, and capitalized at \$1,000,000. From reliable sources it is given out that the company will not go into the manufacturing of paper of any kind, but devote its business to the lumber industry.

Judge Holt, of the Bankruptcy Court in New York, has appointed Archibald Douglas receiver in bankruptcy for the Manifold Book & Printing Co., of No. 380 Second avenue, that city, with a bond of \$5,000.

S. Kann & Sons Co., Washington, D. C., were represented in the New York City trade this week.

The Stationer "the Best in the Land"

In a letter just received from Merritt B. Holley, now secretary of the Traverse City (Mich.) Board of Trade, that gentleman says in part:

"I will say that your magazine is the best in the land and one in the stationery business could not do without it. It was the one that I read from cover to cover as it came to me every Monday night, and it made money for the department I had charge of.

"With the best of good wishes for your welfare, I am,

"Yours very truly,

"MERRITT B. HOLLEY."

Mr. Holley, who was actively engaged in the stationery business for thirty years, is now devoting all his time as the paid secretary of the Board of Trade to "boosting" Traverse City, Mich., which task he is evidently doing to perfection if we are to judge from the very interesting illustrated reading matter concerning that city which he is sending out.

Did you ever think of the possibilities of the telephone as a maker of customers? Many a customer is won, or lost, by the replies given over the little instrument, which has provided the short cut to the transaction of business in so many ways. A short, grumpy reply over the 'phone antagonizes. A pleasant, courteous response makes instant friends.

CRANE'S

The Standard of a Century

The Cause

Made in the Berkshire Hills where the air is purest, where the water is clearest and where fine paper making has become a fine art.

CRANE'S DISTAFF LINEN

For those who prefer the antique linen surface.

CRANE'S OLD STYLE

An old time favorite.

CRANE'S ETCHING

Distinguished and attractive

CRANE'S CHIFFON

With a pleasing writing finish

The Effect

Perfect papers giving pleasure and satisfaction to those who know and demand the best. Profit winners and business builders for the dealer.

Manufactured in all the fashionable shapes and styles by the

Eaton, Crane & Pike Company

SOLE MANUFACTURING AGENTS

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



SCHOOL TRADE ON

Philadelphia Jobbers Are Just Now Beginning to Feel the Effects of the Stocking Up Season—Trade News.

(From our regular correspondent.)

PHILADELPHIA, Aug. 8.—School trade is on with a rush. A week ago it seemed as if there might be a delay in the beginning of the season, but August days had hardly arrived when the jobbers began to hear from the retailers. And the orders are now coming along in large volume. Indeed, one of the jobbers, George E. Mousley, declares himself overwhelmed and not able to fill his school-trade orders. Other jobbers report business almost as good as that which Mr. Mousley is enjoying. Until next week the full tide will hardly be experienced, but the current is rising so rapidly now that their are sanguine hopes for a high-water mark this year. And the market has this pleasing feature that demand is not only for the low-priced stuff. The outlook is certainly more than favorable. Staple trade is seasonably quiet.

TRADE CHANGES AND IMPROVEMENTS.

The Stuart Brothers' Company expect to make only a gradual transfer of the recently-acquired store adjoining. The lease for their present store does not expire until November 1, and it is likely that until that time both buildings will be occupied, giving the firm the advantage of three splendid fronts. The William Mann Company is making extensive alterations and renovations to its second floor in order to give more room to the executive departments. The new store of the Globe-Wernicke Company, 10th and Chestnut streets, with Victor A. Young in charge,

has been opened and has proven to be a decided attraction. A very effective display of office appliances is being made.

President William H. Brooks, of the Philadelphia Stationers' Association, has appointed as a committee on nominations, to report at the September meeting, the following: Roland Altemus, of Altemus & Co., chairman; Frank R. Welsh, of the William H. Hoskins Company, and William J. Coane, of the Joseph Dixon Crucible Company.

George E. Mousley will be in New York the remainder of the week on a buying trip.

The National School Slate Company, Slatinton, Pa., has advised its local patrons that the pencil-box factory was destroyed by fire and that practically no stock was saved, so that it will be impossible for the company to fill orders for this season.

C. Wannemacher is making the rounds with the new lines which A. W. Faber is placing on the market.

W. B. Snyder, of the White & Wyckoff Mfg. Co., will spend several days in town this week with an attractive new line.

E. R. G.

Unsatisfactory Ink Eradicator Sales

The Collins Ink Eradicator Co. has been considerably annoyed recently by the numerous mail orders it has received from New York City for single sets of its H. H. Eradicator. The consumer invariably complains of having been induced to accept a substitute, which has not proven satisfactory. It is not the policy of this company to sell direct to the consumers, so it therefore requests the retailers to give their customers what they want.

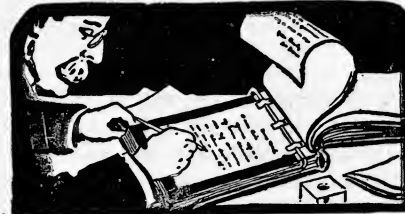
Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

THIS BILL BOOK A REAL TIME SAVER, TROUBLE SAVER AND MONEY SAVER

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

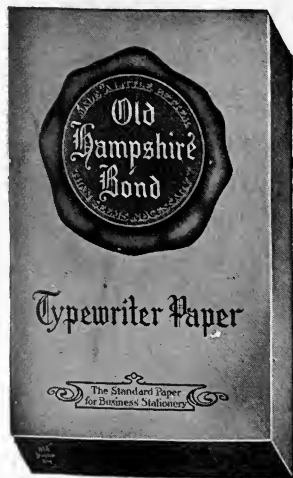
278 Douglas Street, Brooklyn, N. Y.

INCREASE YOUR PAPER SALES

You can sell more Old Hampshire Bond Typewriter Papers and Manuscript Covers than the ordinary kind, because your customers will come back for more, and we will send new trade thru our advertising.

The Old Hampshire line provides highest quality of stock, national reputation and exceptionally attractive boxes. Can you think of three more important factors in influencing the consumer?

Write for sample book.



HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Quince St., CHICAGO

Novelties for the Trade

NEW PENCIL.

The Aiken-Lambert Company, 15-17 Maiden lane, is putting on the market a

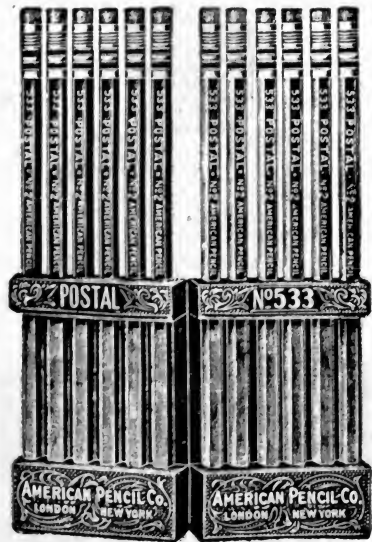
from any leading jobber or direct from the American Lead Pencil Company, 43 West 4th street, New York.



new pencil, which it calls the Gravity or Gravity Clutch Point Pencil. The cut herewith is a full size, and the pencil is made of sterling silver, with "Koh-i-noor" leads, and will retail for \$2.00. The pencil can be manipulated with one hand; any size lead can be used. One of the features of the clutch point is that it prevents any vibration of the leads. When shut up the lead is in far enough to prevent breaking of points. It is one of the best novelties of its kind put on the market and the company will be pleased to quote trade prices to any dealer writing for same.

A NEW LEAD PENCIL

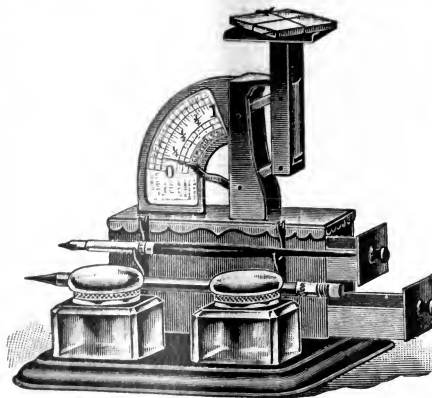
A new pencil recently brought out by the American Lead Pencil Company, called the Postal No. 533, is considered one of the most attractive that has ever been produced. The pencil is hexagon, finished in a beautiful shade of green, fitted with a fancy gilt tip surmounted with two green bands, which in turn is fitted with a piece of finest quality green rubber. The box in which these pencils are packed is something entirely new. It is a hinged box and is so arranged that almost all of the pencil



can be seen. A half dozen or more of these boxes of No. 533 Postal placed in a stationer's window makes a very attractive display. The Postal pencil may be had

POSTAL SCALE

The combination postal scale inkstand, pen rack, stamp and pin drawer shown herewith is a desk accessory that is valuable to the business man and useful at his home. It comes enameled, oxidized and nickel plated and is made of pressed



cut glass, according to the price. The scale will weigh up to a pound. The retail prices for these articles are \$2.50, \$3 and \$3.50. The Frank A. Weeks Manufacturing Company, 93 John street, New York, is supplying the trade.

ART CALENDAR PADS

Among the holiday accessories now on show by the American News Company, 9 Park place, New York, are boxes of calendar pads for 1912 and many other boxes filled with diverse assortments of necessary little things needed at holiday time. One of these boxes, which is gotten up in hexagonal form, contains an assortment of Christmas cards, tags, seals, stamps and books of posters. This box makes a peerless display feature, being very attractive with its combination of red, white and green colors. The same kind of accessories are also put up in other kinds of boxes which are also made in various shapes. One of these boxes, that of art calendar pads, is shown herewith. This box contains 100 pads in 3 sizes and 8 designs each. Holiday enclosure cards and tags is the title of another box. This contains 30 packages of the different kinds of goods.

(Continued on page 18.)



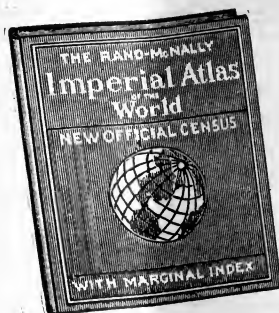
Ribbon Complaints

When you consider that every machine treats a ribbon in a way peculiar to itself and that every operator has a distinctive touch, it is not surprising that the ribbon department has to be everlastingly and carefully watched. Our ribbons are not tested in the factory proper, but in the office and by an operator whose business it is to make trouble. If any complaints come back, that operator naturally wishes he had been even more particular. As a matter of fact very few complaints do come back because we have studied and know the machines and make the ribbons accordingly. Every order is filled promptly, no error in marking boxes, spools to fit the several machines are used. We make every kind of ribbon.

Manifold Supplies Co.

A. L. Foster, Pres. O. G. Ditmars, Vice-Pres.

180 Third Avenue
BROOKLYN, N. Y., U. S.



NEW
OFFICIAL
CENSUS

NOW
READY

THE RAND-MCNALLY
NEW IMPERIAL ATLAS
OF THE
WORLD

*Containing New Colored Maps of Each State, Territory, and Large City
in the United States, the Provinces of Canada, the
Continents and Their Sub-Divisions*

THE RECOGNIZED STANDARD REFERENCE ATLAS
DELAYED BECAUSE OF FALSE REPORTS BY ENUMERATORS

We have held this publication until we could secure the authentic census reports just received. Like the government, disappointed in the first returns, we have been compelled to await a recount in those sections where original reports were padded. The Atlas will embody the final and corrected figures for 1910 by government enumerators.

WITH MARGINAL INDEX

\$1.75

Post Paid

RAND McNALLY & COMPANY

CHICAGO

NEW YORK

LOS ANGELES

*Place Your Order To-day
Discount to the Trade*



SEASONABLE GOODS

While Waiting for the School Trade to Begin Stationers Might Push Various Odds and Ends—Some Suggestions.

Below we give a few suggestions for a few "between season" cards:

AT REDUCED PRICES.

We have determined to close out our Summer goods. It's your opportunity.

SUMMER TIME

Is waning and so is our stock. Values all cut to move it.

POST CARDS.

All our Summer cards at half-price. Good Bargains all.

FANS! FANS!!

Strong, well-made articles offered at low prices to close.

SUMMER STATIONERY

In tablets and boxes—All must be sold. Values for the wise.

ODDS AND ENDS.

We are just about giving them away as we need the room. Come in and look them over.

FILL OUT BLANKS

(Continued from page 3.)

2. Do you find your customers will not pay you a price sufficient to yield a profit on every sale?

3. Is this branch of the business in a more satisfactory condition than formerly; and, if so, do you know why?

4. Are you selling pads, line daters, rubber type, etc., at the list prices quoted by the manufacturers? If not, why?

Committee on Hardware and Glassware—George M. Courts, chairman, Clarke & Courts, Galveston, Tex.; F. W. Palmer, Levinson & Blythe Manufacturing Com-

pany, St. Louis, Mo.; L. B. Herr, Lancaster, Pa.

1. Are you receiving a sufficient discount from the manufacturer to enable you to sell these items at a profit?

2. If you answer in the negative, have you tried to procure a greater discount in any case? If so, specify result.

3. Do you find fancy glassware and decorated crockery profitable and suitable to handle?

4. How can this committee be of service to you?

Committee on Files and Office Furniture—S. J. Thalheimer, chairman, Meyer & Thalheimer, Baltimore, Md.; A. C. Tobin, General Fireproofing Company, Youngstown, Ohio; Roland Waltz, John W. Graham Company, Spokane, Wash.

1. Do you have a separate office-furniture and filing-cabinet department?

2. Give your cost (in percentage) of doing business in this department.

3. Is this department profitable?

4. Do you consider your present discount from the retail price-list adequate?

5. Have you increased your retail price during the past year?

6. Have the manufacturers increased their discount to you?

7. What discount from retail price would you consider profitable?

8. Do you consider an advance in the present retail price advisable?

9. Do you handle steel filing cabinets and furniture?

10. Has there been a demand in your city for steel furniture?

11. If your department is unprofitable, to what cause do you attribute it?

12. What competition have you with the regular furniture houses; is this competition active?

13. What suggestions have you to offer this committee for the betterment of conditions?

Committee on Inks and Mucilage—John Brewer, chairman, H. K. Brewer Company, New York City; A. N. Ritz, Diamond Ink Company, Milwaukee, Wis.; Charles G. Stott, Washington, D. C.

1. Do you keep a record of your purchases in order to prevent overstocking? If so, have you found it to your advantage?

2. Have you any suggestions to offer as to the desirability of handling imprint goods?

3. Do you find that the handling of inks which are not widely known or advertised, as profitable in the long run as those which are better known but upon which there is a smaller margin of profit on each sale?

4. Do you desire to have the committee investigate any particular subject?

Committee on Standardizing—R. B. Sanders, chairman, The F. W. Roberts Company, Cleveland, Ohio; Amende Petting, George D. Barnard & Co., St. Louis, Mo.; L. G. Wetmore, Scranton, Wetmore & Co., Rochester, N. Y.

1. What particular items in your opin-

ion should be standardized at this time? (Please give reasons in answering this question.)

2. Do you desire to have a permanent bureau on standardization created to take this subject in hand?

3. Have you tried to follow any of the recommendations made by the last committee having this subject in charge? (See 1910 Year Book, page 59.) If so, please give a brief statement of results.

Committee on Miscellaneous Items—W. J. Youmans, chairman, The W. B. Carpenter Company, Cincinnati, Ohio; James S. Cushman, Cushman & Denison, New York City; Arthur Olsen, E. R. Williams Stationery Company, Minneapolis, Minn.

1. Have you any suggestions as to the display of this stock?

2. Are you giving particular attention to carbon-papers and typewriter ribbons? If so, do you find the line profitable?

3. Do you carry these two items in a separate department?

4. Do you find that the margin of profit on duplicating devices is satisfactory? What discount do you recommend?

5. Do these devices require special salesmen? What percentage of the selling price does it cost you to sell each device?

6. Do the supplies for duplicating devices yield a substantial profit?

7. Is the discount on check-protectors sufficient in your opinion? If not, what do you recommend?

Committee on Leather Goods and Novelties—Willis P. Whiting, chairman, Whiting Stationery Company, Buffalo, N. Y.; J. M. Triner, Triner Scale Manufacturing Company, Chicago, Ill.; W. A. Montgomery, J. K. Gill & Co., Portland, Oregon.

1. What particular items of this kind do you find most profitable?

2. What percentage do you mark off for depreciation when making your inventory?

3. Do you find it possible to compete with department stores for this business?

4. What discount do you think is fair to the dealer?

5. Have you any recommendations as to the display of stock?

6. Do you find novelties a source of real profit, or do you only handle them for advertising purposes?

Committee on Loose-Leaf Devices—A. Schooley, chairman, Schooley Stationery Company, Kansas City, Mo.; F. W. Risque, Boorum & Pease Loose Leaf Company, St. Louis, Mo.; J. B. Irving, Irving-Pitt Manufacturing Company, Kansas City, Mo.

1. Do you find that the ordinary salesman can sell this line, with a reasonable amount of education?

2. Do you believe that this line can be partially standardized? If so, what sizes and punchings do you recommend?

3. Is the present list and discount sufficient to yield a profit to the dealer?

4. Do you find the manufacturers trying to preserve special sizes to build up a direct order business? Give facts in full.

Made in Boston*Sold Everywhere*

A number of years ago, we began the manufacture of COLUMBIA QUALITY CHRISTMAS CARDS, the first high grade line of die stamped Christmas cards to be put on the market. Today we have the pleasure of announcing the publication of THE COLUMBIA QUALITY PRIVATE GREETING CARDS.

This, the first distinctly American line of Private Greeting Cards, is notable for its originality and beauty of design and for the quality of the material and workmanship and is admirably adapted to meet the requirements of the discriminating customer in search of a Christmas remembrance carrying a personal note. Made entirely in our own factory, with its unequalled facilities devoted exclusively to the manufacture of our publications, we can insure delivery of orders taken well into December, fully a month later than orders for imported cards may be filled. We recommend, however, that orders be placed as early as possible in order that ample time may be given to their preparation. Sample books will be ready September first and we invite your correspondence regarding the matter.

THE COLUMBIA QUALITY lines of Counter Cards, in CHRISTMAS, EASTER, BIRTHDAY and ANNIVERSARY varieties, have become standard and are found in most first class stationery stores. The time to start carrying them in your stock is now.

JOHN H. DANIELS & SON

232 SUMMER STREET
BOSTON

NOVELTIES

(Continued from page 14.)

Other boxes, all differently shaped, are included in the line. Large envelopes, holiday cards and tags of different sizes are also a feature of this line. There is also a box of Christmas letters which are highly



embossed, finely lithographed and all bearing original quotations. Prices and discounts will be quoted on application to the company.

NEW GEM CLIP

The Hoge Mfg. Co., maker of the Modern B pen and pencil clips and other specialties, 108 Fulton street, New York,

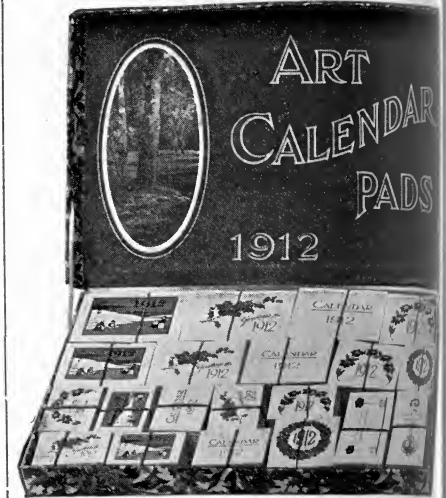
is putting on the market a new Gem clip. The clips are put up 100 in a box, 10 boxes to a carton. They are made of the best steel spring wire and finished to a nicety, with no rough ends to catch in papers. The company is now sampling the jobbing trade and state that they will quote in-

teresting prices to all such concerns who will write them for same. The company will also be pleased to send samples to such concerns upon request.

POCKET INK ERASER

Among the latest of useful novelties is the "Pocket Ink Eraser." This little instrument, 2 inches long by $\frac{3}{4}$ inch wide,

acts equally well on an ink eraser, a paper cutter or a pencil sharpener. In fact, it is designed for timely service whenever a bit of sharp steel blade is needed. It comprises a discarded safety razor blade enclosed in a sliding holder in such a way as to expose or cover the cutting edge at will.



It is made of polished German silver and provided with an eyelet to allow of attachment to key ring or chain, or it can be carried in a vest pocket. The blades (those of any discarded safety razor) can be handily replaced and adjusted by the owner himself at any time. It, therefore, turns a waste product into useful account. It is made to retail at 25 and 50 cents.

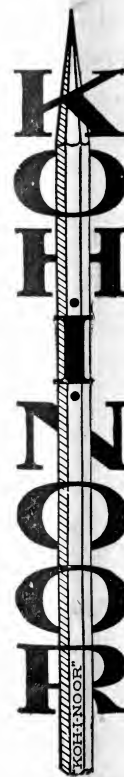
"KOH-I-NOOR" PENCILS

have the same standing in the Government and Municipal

They create for the dealer a reputation for supplying the public with goods that measure up to all that is claimed for them. Once the sale is made the pencil itself is the best recommendation as to the quality.

Made in 17 degrees. Look up your stock now and see what you need.

We Can Supply You



stationery trade, as U. S. Bonds have in banking circles

They likewise assist materially in selling other goods, which added to the natural demand, through the extensive advertising given them, should be sufficient reason to warrant every stationer in keeping a complete stock of "Koh-i-noors" always on hand.

Henry Bainbridge & Co.

99 & 101 William Street

NEW YORK

Every
Stationer and
Printer
should
have
them.

Established 1879

GOES

CHICAGO.

Originators
and
Producers of
The Blanks
of
Quality.



Reduced fac-simile of one of our 132 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

- 132 Styles of Stock Certificates, suitable for every industry and more to follow.
- 15 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.
Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.
Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, President
61st and Clark Sts. ——— WE LITHOGRAPH FOR THE TRADE ——— Address Dept. A. S.

WHAT WOMEN THINK OF KEITH'S PAPER

AND WHY DEALERS SHOULD CARRY IT

THIS LETTER SPEAKS FOR ITSELF

BROOKLYN, N. Y., May 1, 1911.

GENTLEMEN:

Permit me to thank you for your generous sample. I shall endeavor to purchase your paper at Abraham & Straus, Brooklyn, N. Y.—my stationers. I trust they carry it.

Yours is the smoothest texture I have ever had the pleasure to use or see.

Thanking you again, believe me to be

Yours very truly,

The wise dealer will stock this stationery for two reasons. First, because the manufacturer advertises to help the dealer to sell it, and secondly, because it will please his customers and in pleasing his customers he will increase his business.

Address for further particulars, mentioning this medium

AMERICAN PAPETERIE COMPANY

ALBANY, N. Y.
QUINCY, ILLINOIS

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone Cable Address
4603 Beekman Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Goldsmith Bros., San Francisco, Cal., in renewing subscription to "The American Stationer" write: "We are well repaid for this expenditure, receiving much useful information during the year."

ANSWER QUESTIONS

The blanks sent to members of the National Association should receive immediate attention so the various committees can get to work at once on the suggestions for further work which they contain. On those blanks are propounded questions of very great interest to stationers of all classes, and as they cover a wide range they afford members an excellent opportunity to get their grievances before the proper committees, where they will receive the consideration to which they are entitled. It is therefore up to the stationers themselves whether they have a sufficiently serious interest in their business to write down their convictions in regard to possible reforms which they would like to see instituted. It should be added, too, that, as the committees have other work cut out for them, early answers to their questions should be forthcoming. By filling in the answers now and forwarding the same to Secretary Byers, 41

Park Row, New York, some good will be accomplished. But if they are put aside for later consideration the chances are that they will reach the committees too late to do any good.

In calling the attention of members to these blanks Mr. Byers says in part: "The Supplement which contains committee letters is worthy of your best attention. As has been said before, the committees can best serve you by knowing what points need investigation and report. Previous efforts have not left the field barren by any means. Conclusions announced a few years ago are not necessarily binding now. Therefore take the committee sheets one by one, read them carefully, give as intelligent an answer as you would like if you had to prepare a given report. Sign each blank that you see and mail it to the secretary, M. W. Byers, 41 Park Row, New York City. The answers will be forwarded to the various chairmen who will then get to work on your suggestions, ready to report the convention in such a way as to be of real service to the association. *Don't be afraid or too lazy to do your part.*"

In view of the importance of the inquiries it is hoped that the secretary's request will be heeded by all members of the National Association of Stationers and Manufacturers.

ASSOCIATION MATTERS

Besides the effort now being made to gather in a lot of grist for the committee's mills the Bulletin of the association, just published, contains, under separate headings, brief mention of the association's requirements. Summarized those are: The necessity of increased membership, which can only be brought about by the rank and file assuming a portion of the burden, the systematic campaign undertaken by the officers last winter not having been as successful as it should have been had the individual member co-operated with more heartiness.

Under the heading of Finance the suggestion is made that the larger houses might take one, two or three memberships, thereby avoiding the necessity of making heavier charges on the smaller dealers, resulting in driving many of the latter out of the association.

Delinquents are again urged to pay their dues at it "seems wasteful in the

extreme to have to spend money for stationery and postage on this account."

A few words are added on "General Activity," which refer to the energetic work now being done by the Program, Grievance and Traveling Men's Night Committees, all of which are working hard making preparations for the convention at Buffalo, October 10, 11 and 12.

ROUNABOUTS

BY THE TRADE LOUNGER.

The illustration shown on the opposite page is that of a fishing party consisting of Charlie Shearman, of the National Blank Book Co.; B. M. Thomas, of The Fair, Chicago; A. L. Payne, of S. D. Childs & Co., Chicago; Harry Tyndale, better known as "Tinpot," of Eberhard Faber; and R. S. Dobbie, of W. C. Horn, Bro. & Co. We understand that this trip resulted in a very successful attempt to remove some of the largest specie of fish from around Block Island, and although some pretty heavy seas were encountered all except one-and-a-half of the party withstood the conditions like old seamen.

The party, or at least some of it, also had other nautical experiences of late, among which was a fish dinner, tendered them recently, by Irving P. Favor, of L. & C. Hardtmuth, and F. D. Waterman, of the L. E. Waterman Co. There is no telling what fish stories they will relate by the time that they arrive back in Chicago.

A wireless from Denver, Col., reached us this week to the effect that it was "Ed" Kistler and not "W. H." who had never ridden on a steamboat up to week before last. "Ed" will now "get his" from his many friends who enjoy getting back at him.

Next week will probably see the advance guard of traveling men strike the trains for their Fall trip. As another hot wave is scheduled, the chances are that the "boys" will get a sweltering which will go hard with them, so soon after their outings. Anybody who feels inclined to pity them can work up their compassionate feelings by taking a look at the picture in the opposite page and then imagine the same men in a sleeping car or in a big town where the delegates to a convention are sleeping any old place—even on the bar!

System means simply the most economical use of time, space, energy, all the forces and attributes that go to the making of business success.

People will buy a good while in advance of a season, but they will not buy a single day after the season is past.

ASSOCIATION IDEA

President Falconer Comments on the Growth of the Co-operative Movement Among Stationers and Urges Its Extension.

In the second number of The Bulletin, the organ of the National Association of Stationers and Manufacturers, there is a contribution by President Falconer in "The Spirit of the Association Idea." It reads as follows:

"Since the issue of the last Bulletin it has been my privilege to visit, in my official capacity, the cities of New York, Philadelphia, Rochester, Buffalo, Chicago, Cleveland and Boston, and to meet the members of the trade there, both collectively at various festive functions and individually in their homes and places of business. At these gatherings I have met not only the local stationers, but many also from surrounding towns, and likewise quite a number from great distances. The remarkable enthusiasm of these gatherings has greatly impressed me. I have been much interested in hearing the views of so many minds on topics vital to the success of the stationery business and its allied trades, and have been struck with the sense that I shared this interest with many; that it was not confined to a few men of prominence, but was widespread and seemed to be steadily extending.

THE ASSOCIATION MOVEMENT.

"Nothing like this association movement has ever been known before; and when I see men so eager to show their good-will and desire for friendship with their business rivals, whom a few years ago they regarded with suspicion, distrust, indifference or even positive hatred, I am filled with amazement. Formerly if one knew of a better way of doing things he kept the knowledge to himself, and rather than warn a competitor of perilous practices, for fear that his motives might be misconstrued, he would let him go to smash, and perhaps even rejoice in the failure. Now, all is different. Stationers everywhere, while competing as keenly as heretofore, are doing so on broad and generous lines, ready to sacrifice their time, their talent and their money for the good of all. It is wonderful. The beauty of it all is that it so effectively tends to promote conservation of effort and capital, that so much waste in conducting business ignorantly has been or is in process of being eliminated.

The dissemination of information and practical ideas is elevating the stationery business to a higher plane; and by showing stationers how to make the most of their opportunities, is bringing them increased profits. Their evident prosperity is securing for them also the increased respect of their neighbors, which is the trib-

ute the business world always pays to success.

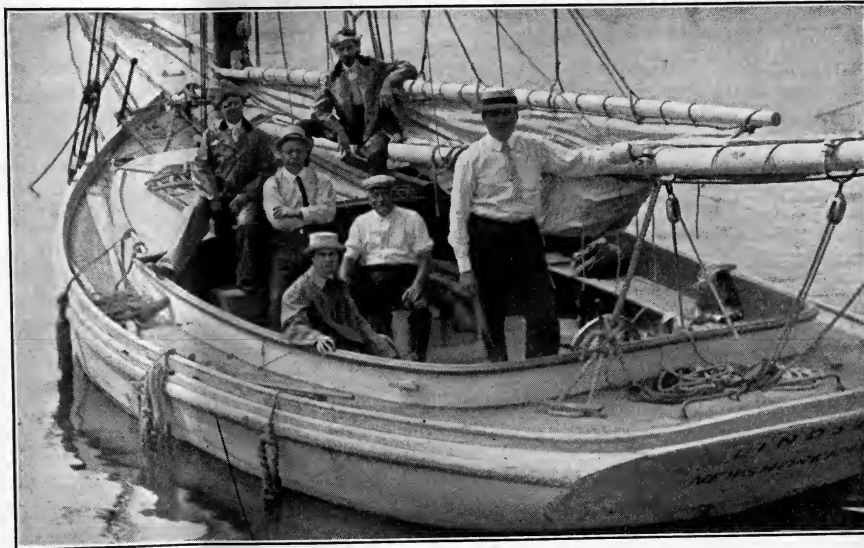
HOW THE BUSINESS IS REGARDED.

"While the business of selling stationery at retail is in many places looked upon as a small affair, and the stationer is not a very potent factor in his community or over-much respected as a business man, it is relatively far more desirable as a means of livelihood than bookselling, with which it is often associated. At the Convention of the American Booksellers' Association recently, I conversed with quite a number of men who were both stationers and booksellers, and almost invariably I was told that if it was not for the profits of the stationery end, they would have to go out of business.

"While the condition of the stationery business may be comparatively good, there

member to do his part to increase the membership in the National Association. The appeal of the President for each member to bring in another before the next convention has been loyally answered by quite a number, but many have evidently put off making the effort or have abandoned it too readily. There is an immense field to draw from, especially in the far West and on the Pacific Coast, and in the South, as any one can see by examining the map of membership sent out by the Secretary. Let every man who reads this constitute himself a missionary and go out after recruits and bring them into the fold. Every member so gained will be benefited by the act, and the organization will be strengthened and the condition of the business improved throughout the land.

"Most of this association work is thoroughly unselfish, but it has its rewards.



PITY THE POOR STATIONERY MAN!—SEE HOW HARD HE HAS TO WORK—EVERYTHING FAILS HIM; EVEN THE WIND. SEE PAGE 20.

is no question in my mind that it is capable of being made much better. This is being brought about by the news of organizations like the National Association of Stationers and Manufacturers and the various local associations that is being so zealously and extensively circulated by the trade press. Stationers everywhere owe these publishers grateful thanks. The papers on trade subjects read at the annual convention, and the instructive legal and business articles now so generally appearing in the issues of the trade publications, supplanting gossip and laudatory personal items of little interest to any except the subjects thereof, are calculated to do an immense amount of good and supplement the individual personal work of the associated stationers.

EVERY MEMBER SHOULD DO HIS PART.

"The more thoroughly the association idea is spread over the length and breadth of the country, the greater will be the improvement in conditions. It behooves every

The work of the Catalogue Commission is worth thousands of dollars in the aggregate; taking advantage of its results will save many a man from bankruptcy. Indeed, it has already resulted in a record last year of fewer business failures in our field than ever known before, to which the manufacturers and jobbers can gratefully testify.

CAN RECEIVE AND BESTOW BENEFITS.

"Get a dealer acquainted with others in his line locally, then throughout his State, and then Nationally. He will soon find that he does not know it all, and that his fellow stationers have some very admirable qualities. He will both receive and bestow the fruits of experience, and he will learn of the benefits of co-operative effort and be stimulated to lend his aid for the good of all.

"These benefits will be lasting. They are already extending to the allied lines of printing, lithographing, book binding, engraving and rubber stamp making.

THE POTENTIAL STATIONER

The Ambitious Clerks Should Study, and Study Hard, and Thereby Gain Success by Anticipating Wants.

"Do you realize what the words of the heading mean? Unless you have the consciousness that you are a potential stationer, the chief of a big business maybe, you will never do any good in the stationery trade. Unless you have ambition, it is of no use your reading this article, and no use your being an assistant in a stationery business," says D. Graham in the Stationery World of London, Eng.

"But of course you have ambition; what man has not got ambition, you may think to yourself. Are you sure? Do you know what you are talking about when you say you have ambition? Ambition, remember, is not day-dreaming. The young man who goes about thinking of the time when he is to be a millionaire, and at the same time jogs along in a happy-go-lucky style, is not ambitious in the true sense of the word.

"Ambition is a desire to better one's position, which is *constantly* with one, and as a natural sequence, directs one's actions.

A GREAT GAME.

"What is there, after all, in selling in a shop, and a stationery shop at that? It's a humdrum sort of job that one soon gets to do mechanically. The man who thinks that is not a potential stationer; he hasn't got an ounce of potentiality in him; for there is no need to change him into a drudge, for he is one already.

"Selling! Why, it's a magic word. The whole glamour of business is in it. A first-class salesman is as rare as a first-class statesman.

"Listen to some great political speaker or a leading barrister, how wonderfully they put their case. How the politician must know just when to turn on the enthusiasm tap of his audience, and how careful the barrister is to appear to be placing the facts of his case coldly and calmly before the jury. Well, to sell a man goods, you have to know when to get at his enthusiasm, to know his little pet theories, and the next minute you have to get on to the 'These are the facts, sir,' tone.

"Politician and barrister in one. And there is something else besides, *your* audiences talk back, their's don't. You could talk many a man round in politics that you wouldn't sell a sixpenny line to—if he happened to think he didn't want it—inside twelve months.

"You may be a keen politician, you may be a great chess player; but search the world over you won't find a game that makes anything like the call on a man's brains, or that provides a tithe of the excitement that selling does.

THE TRAINING.

"Salesmen, like poets, are born, not made,' is a sentence very often quoted; but no man ever wrote poetry without a deal of study and a profound knowledge of his language. A man may be born with a genius for painting, but he has got to go to his art school to learn to mix his colors.

"AD" MEN MEET (Continued from page 4.)

itive Imagination Applied to Retail Advertising." Mr. Appel said in part:

"All inventions, just as all music, all fiction, all poetry, all art, are the result of imagination. Just so is all business the result of imagination, and constructive imagination in advertising is the greatest producer of business. Of course, a hard-headed business man is concerned with figures and facts and merchandise, but working with these very factors he becomes the greatest dreamer, the great artist, the great poet, the great builder, if he is successful.

RETAILING BUILT ON ADVERTISING.

"Retail business is largely built on imagination. Even the humblest storekeeper must picture in advance each day's business, each week's business, each year's business, before he lays in his stock. He must imagine what sort of goods people will want, what sort of clothes they are going to wear, whether sleeves are to be long or short, waists high or low, whether hips are to be fashionable or not, whether blouses will have collars or cut low, whether hats will be large or small. And he must pretty accurately forecast the quantity of each kind of goods that will sell, or he will have too much or too little stock of the right kind.

"Admitting, then, that constructive imagination plays a vital part—not only in art and literature, in science and invention, but in business as well—let us proceed to show this force shall be applied to retail advertising and merchandising. First, we must look squarely in the face this fact: That advertising is not to sell goods, but to help people to buy goods. This changes its entire aspect. It takes a new point of view.

THE ADVERTISER REPRESENTS THE CUSTOMER.

"Actually the advertiser must stand in the shoes of the customer. He must be on the outside of the counter. He is a counselor for the public. He represents the merchant only in showing how the merchant can serve the public. He must say not 'how can I sell this merchandise,' but 'how can I get the people to buy it?' He must take the customer's point of view—the buying end of the transaction, not the selling end.

"If this be true then it follows that the imagination required in advertising is not so much the imagination of the advertiser, but of the customer. The advertiser must arouse the imagination of the reader. Re-

cent analysis shows that of the \$100,000,000,000 worth of merchandise bought at retail annually in the United States, nine-tenths is bought by women.

TEN COMMANDMENTS OF ADVERTISING.

"In conclusion, may I say a few words of advertising and merchandising in general? Wise old Dr. Johnson, as far back as 1769, reminded every man who advertised his own excellence that he should do so with the consciousness of a character which dares to call attention of the public.

"In these days of feverish business, let us keep this Johnsonian reminder ever before us. And lest my enthusiasm for imagination in advertising may swing the pendulum too far, let me here give you, as an antidote, perhaps, these 10 commandments of advertising:

"Thou shalt have no other gods in advertising but truth.

"Thou shalt not make any graven image of wealth, or power, or station, and thou shalt not bow down thyself to them, nor serve them except with honor.

"Thou shalt not use the power of advertising in an unworthy cause or in behalf of unworthy gods.

"Remember the working day to keep it holy.

"Honor thy business and thy advertising, that they may honor thee, and thy days of usefulness may be long upon the land.

"Thou shalt not kill fair competition from without nor ambition from within your organization.

"Thou shalt not lie, misstate, exaggerate, misrepresent nor conceal; thou shalt not bear false witness to the public, but thou shalt be fair to thy merchandise.

"Thou shalt not steal by false pretence in statements, spoken, written or printed.

"Thou shalt not permit adulteration nor substitution in advertised goods.

"Thou shalt not covet, nor imitate, nor run down thy neighbor's business; thou shalt not covet, nor imitate, nor run down thy neighbor's name, nor his fame, nor his wares, nor his trade, nor anything that is thy neighbor's.

SAFEGUARD TO THE PUBLIC.

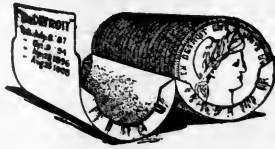
"These commandments may help us to appreciate the dignity and high character of the profession we are called to represent.

"Fortunate is our country in having a President who appreciates the power of publicity in protecting the people from oppression. Fortunate are the people in having stores to deal with who openly advertise prices and freely give information about merchandise. Such advertising is a safeguard to the public and a curb on high prices and fraudulent dealing. From this one standpoint alone, it were a calamity for advertising ever to cease.

At the close of the convention a committee was appointed to prepare plans for a National Association of Advertising Men. The next convention will be at Dallas, Tex.

THE NELSON CORPORATION
 EXCLUSIVE MAKERS OF EVERY KIND
 AND STYLE OF LOOSE LEAF BINDING
 DEVICE FOR THE RETAIL TRADE.
 RULED AND PRINTED SHEETS FOR SAME
 443 WELLS ST., CHICAGO, ILL., U.S.A.

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.
 Detroit, Mich. Toronto, Ont.



ERASERS

The Weber Noiseless and Dustless,
 Solid Felt Erasers,
 The Original Andrews Dustless.

Blackboards, Slated Cloth
GLOBES

Alpha Crayon, Other School Specialties

WEBER COSTELLO CO.

Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co.,
 Chicago, Manufacturers for the Trade only.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the **NEW YORK SILICATE BOOK SLATE CO.**
 20-22-24 Vesey Street, NEW YORK

Factory

N. Y. Silicate Book Slate Co.

631-633 Monroe St., Corner 7th St., Hoboken, N. J.

CROWNED WITH EXCELLENCE



Write us for Samples and Prices

Send for Descriptive Catalogue

BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK

1912
EXCELSIOR DIARIES

NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
 NEW YORK

TRADE IMPROVING

Chicago Stationers Report Signs of Permanent Improvement, With the Indications in Favor of a Busy Fall Season.

WESTERN PUBLICATION OFFICE,
431 South Dearborn St., CHICAGO, Aug. 8, 1911.

Trade in stationery lines is beginning to show signs of permanent improvement and the indications are good that buying will be on a larger scale beginning after the middle of the month. General business is improving, and one big factor which has retarded building operations this summer is now out of the way, namely the trouble between the steamfitters and the plumbers, which has resulted in a great deal of trouble and some loss of life. This has now been settled and as a consequence building operations are more active and the record for the year promises to be a very good one. This will mean activity in many other lines as well. Crop reports continue favorable, and there seems now to be no reason why business will not be unusually good this fall.

TO HOLD AVIATION MEET.

Preparations are under way for an aviation meet on the lake front commencing on Saturday next and to continue until the following Saturday. Over \$200,000 are available for this event, and the size of the prizes has resulted in a gathering of the expert aviators of the world, who will compete for the purses. There are already over forty entrants for the different events. A very large crowd of visitors is expected in the city during the week, and already many strangers have arrived.

A. W. Kabus, sales manager of A. W. Faber, was in the city last week, leaving last night for the East. Mr. Kabus made the rounds of the city trade, introducing John A. Riedell, the new manager of the Chicago office of A. W. Faber. Mr. Riedell will make his home in Chicago, and Mrs. Riedell has already arrived from the East. An office has not as yet been selected, but announcement of the location of same will be made later.

CAN'T EVEN BUY FISH IN WISCONSIN.

Harold Struble, assistant manager of Stevens, Maloney & Co., will leave on Saturday of this week for Lake Koshkonong, Wis., where he will spend a two weeks' vacation. Mr. Struble has a fine equipment of fishing tools, all brand new, and is counting on catching lots of fish. Let us hope he will not be disappointed. It is stated, however, on good authority that fish have become extinct in that State, and judging from the experience of many who have returned from the fishing grounds of Badgerdom, this statement is not exaggerated greatly.

W. H. Troupe, representing Henry Bainbridge & Co., is working in Chicago at present.

W. H. Cox, of the Chicago office of Carter's Ink Company, who is sojourning in England, writes his Chicago friends that he is "having the time of his life." He was contemplating a trip to Paris to take in the sights of the gay capital, and was planning to return to Chicago about the 5th of September.

SALE OF STOCK OF COLLINS-GOODMAN CO.

It is understood that the stock of the Collins-Goodman Company was sold by the Receiver for \$3,500, with a proviso that it was to realize at least that sum at auction.

With the returns from the book accounts added to this amount, it ought to be possible to pay the creditors from 25 to 35 per cent. at least on their claims.

Frank D. Waterman, president of L. E. Waterman Company, arrived in Chicago from New York this morning and will remain for a week or so. Mr. Waterman was looking well, and talked encouragingly of the business situation.

Curt Teich & Co., the post card manufacturers, will build a factory on the property on the southeast corner of Oakdale and Oakley avenues. The land was purchased for \$20,000 and is in three parcels, including the southeast corner of the two streets mentioned. The site is a large one and is well adapted for the purposes intended.

Harry Heymann, representing the Eagle Pencil Company, New York, is expected in the city tomorrow, cards having been received announcing his arrival on the 9th.

Charles Borg, who covers the Wisconsin field for L. E. Waterman Company, is in the city and will remain during the aviation meet. Andre Beaumont, the well-known French aviator, is a friend of Mr. Borg's, and it was in response to a letter announcing the fact that the former would take part in some of the events scheduled that Mr. Borg decided to visit Chicago at this time.

G. L. Giddings, representing the Tuttle Press, Appleton, Wis., was in the city last week, and called on the stationery trade.

Sam Mayer, manager of the Chicago office of the Joseph Dixon Crucible Company, decided that he was entitled to a taste of vacation himself, and "hiked" out for Twin Lakes, Wisconsin, where he spent some time in getting brown and rugged looking. He returned to the city last night. As yet he has not entertained any of his friends with fish stories, but they undoubtedly have this to look forward to.

GIBBS ENJOYED HIS VACATION.

Fletcher B. Gibbs, in speaking of his vacation at Ephraim, Wisconsin, stated that he had enjoyed a very pleasant rest. The peninsula on which Ephraim is located is high, and at no time was the weather excessively hot. The evenings were cool and delightful. Mr. Gibbs spent a large portion of the time in driving on the peninsula, which is some forty miles in length and

four or five miles wide. The roads are fine, and the scenery of a character to delight the eye.

The members of the National Catalogue Commission, aside from completing a bulletin on rubber bands, are not planning to do any work until after the first of September. At that time the members will take up the work in earnest and push ahead with it as rapidly as possible.

A negro was interrupted in his work of attempting to carry off a bunch of fountain pens from the La Salle street store of E. Y. Horder one day last week, and will be given an opportunity of learning that his thirst for an aid to literature cannot be satisfied by stealing fountain pens.

W. M. Cromberg has been transferred from the Minneapolis office of L. E. Waterman Company to the suburban territory of Chicago, which will also include Northern Illinois.

STATIONERS AS YACHTSMEN.

A photo has just been received in Chicago of a yacht, and among those on board the familiar features of Charles Shearman, Art Payne, B. M. Thomas and R. S. Dobbie were noticed. The photo was taken off Block Island, at the eastern entrance to Long Island Sound, where these gentlemen had gone on Saturday with the view of striking some real rough weather and some genuine deep-sea fishing. The boat looks real enough, but the water appears as smooth as glass. In fact the latter look as though it might have had a lot of oil poured on its surface. However, it is to be hoped that the boys were given an opportunity of sailing in a genuine breeze, and that they were not compelled to work the oars in order to get back to shore. They wanted rough weather and the weather man should have seen to it that they had it, for they are all rattling good fellows.

Among the traveling men scheduled for future arrival are Clarence G. Wilson, representing the Saugerties Manufacturing Company, Saugerties, N. Y., on the 23d, and Robert Spero, representing Charles Zinn & Co., N. Y., on August 18.

THOMPSON.

Enthusiasm can be made of the chiefest qualities of expert retail salesmanship, assuring, as it does, in its low, convincing manner, a thoroughgoing belief that the merchandise will make good. Enthusiasm shows the respect a good salesman has for good merchandise, it classifies and complements articles thought well of by the prospective purchaser, thus giving a double incentive to the prompt conclusion of the sale.

This is the sort of enthusiasm that vivifies salesmanship, a strong, dispassionate business enthusiasm.

Send us in samples of your window show cards—Others would like to see them.



132—GRACE.



137—DUTCH MILL.



Look for the name "Congress" on every box.

CONGRESS Playing Cards, Gold Edges.

Season 1911-1912.

Air-Cushion or Ivory Finish.

The reduced size cuts on this page show twelve new designs now ready.

These one-color cuts can do no more, however, than show the subjects—they cannot show the beauty in design and coloring.

If you handle Playing Cards and have never handled Congress, let us send you one of our folders showing actual cards of all designs in Congress—including the twelve new.

If you are a handler of Congress cards, let us send you a Congress folder so that you can make up your order of designs of your own selection—you will want the twelve new and others you may not have had in previous shipments.

Also makers of Bicycle Cards.

The U. S. Playing Card Co.,
Cincinnati, U. S. A.

Copyright, 1911, by The U. S. Playing Card Co., Cincinnati, U.S.A.



133—SUNRISE.



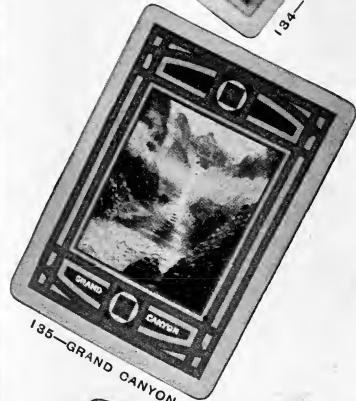
138—MARION.



134—THE HONEYMOON.



139—THE SILVERY MOON.



135—GRAND CANYON.



140—VIRGINIA.



136—ANNETTE.



143—MOTHER'S LOVE.



142—GEE.



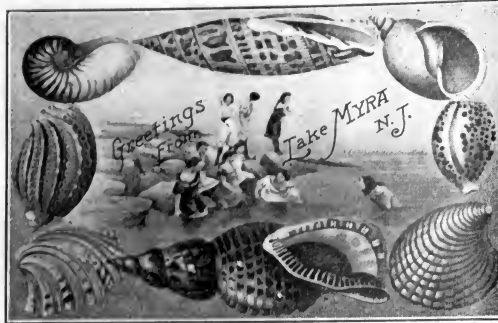
141—YES OR NO.

POST CARD WORLD

Local View Cards

A new line of post cards, that the American News Company is offering the trade, come in colors, and are made up in small

fate of the valentine, and has been killed by the promiscuous vulgarity which has turned many a small stationery shop into a low picture gallery."

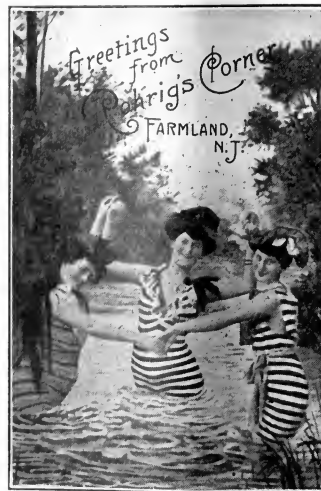


quantities. The illustrations, shown herewith, afford an idea of the company's plan to meet a want which heretofore could not be supplied at a price profitable to retail dealers. Styles 5, 6 and 8, as shown, are suitable when there is water; other subjects in the line are suitable for the country. One advantage to the dealer in handling these cards is that the name of his town is written in gold, as shown on the cuts. The cards are sold all of the same style and assorted. The prices are: 100 cards, with greetings in gold, \$1.25; 300 cards, greetings in gold, \$3.25, or 500 with greetings in gold, \$5.00. If sent by mail, 8 cents per 100 are added to the price. Dealers should make sure to order the styles wanted. Orders should be addressed to the American News Co., Post Card Dept., 9 Park place, New York.

Post Cards Killed by Vulgarity?

Writing in the Evening News of London, England, the other day, Mr. F. J. Melville remarked that the reform instituted by Mr. Samuel, the Postmaster-General, in supplying postcards at face value

Mr. Melville is singularly misinformed as to the present condition and status of the pictorial postcard in this country. It



would probably surprise him to know that the picture postcard is not only not dead but is a flourishing institution. The very fact that vulgar postcards have largely dis-



would largely reinstate the official postcards in popular use. "The revival," he said, "will be the more likely, as the craze of the picture postcard has suffered the

appeared is the reason why these souvenirs have not shared the fate of the valentine. Vast quantities of postcards were sold in connection with the coronation, showing

portraits of the King and Queen, the royal family and the royal residences, and in preparation for the summer sale the postcard publishers have been exceptionally busy. The Evening News' authority on picture postcards should have made more sure of his facts before he undertook to instruct the public on the subject.

Apropos, the following from the Aberdeen Free Press of a recent date does not support the strange assertion that the postcard trade is dead or has greatly declined.

Says the journal mentioned: "There is at the present time a considerable increased activity in the pictorial postcard trade in Aberdeen, and to meet the public demand publishers and booksellers are searching in new quarters for attractive novelties. With the advent of the summer athletic season, there is already a call for cards of a sporting nature, for which, especially during the holiday months, there is always a keen demand. The camping season is also approaching, and cards representing the various phases of a life under canvas by the numerous organized bodies in the town are being prepared in thousands." And if such activity is manifest in a single town, it may be presumed that the state of the postcard trade throughout the country is not particularly unhealthy.—The British Empire Paper, Stationery and Printers' Trade Journal.

New Ring Book "Ad." Sign

The New Standard Loose Leaf Company, 80-82 Fourth avenue, New York, is supplying its customers with an attractive new sign, advertising its new "Ring Book." This sign is 11x14, and is embossed in a number of colors. An illustration of a hand in the act of removing a sheet from the rings is quite striking, and is about the best thing that could be imagined, next to a demonstration of the book itself. This sign can be hung on the wall or a similar place, and in sending orders, the trade should be sure to request the company to include one or two of the signs, as it will help to sell the books.

Meyer With American Bank Note Company.

W. H. Meyer, for many years with the Spencerian Pen Company, has joined the selling force of the American Bank Note Company and will look after the sale of the company's line of playing cards in the East, with headquarters at 70 Broad street, New York City. To his friends, and he has many in the trade, Mr. Meyer requires no introduction, and with those who have never had the pleasure of meeting him, he will soon make himself known, which will result in more friends and additional customers of the company he is to represent.



COUPON BOND

(Fac-simile Water-mark)

THIS WATER-MARK IS
THE CONNECTING LINK
BETWEEN THE BUSI-
NESS MAN WHO WANTS
STATIONERY THAT BE-
SPEAKS CLEAN,
STRAIGHT-FORWARD
BUSINESS METHODS—
AND THE STATIONER
WHO IS CATERING FOR
THAT CLASS OF TRADE.

We have a plan to offer stationers
who are building on quality. Write us.



AMERICAN WRITING PAPER CO.
HOLYOKE, MASSACHUSETTS

Manufacturers of the "Eagle A" Trade-Marked Water-Marked Papers



THE MUMMY TRUST

Not to Advertise Is to Be Nominated for the Down-and-Out Club or Be Absorbed by the Mummy Trust.

"Advertising and Public Credulity" was the subject of a speech of Elbert Hubbard, of East Aurora, N. Y., before the Associated Advertising Clubs at their convention, held in Boston last week. Mr. Hubbard said:

"The widespread interest in the subject of advertising is revealed in the formation of clubs to study the theme from every point of view.

"The 'Adscript,' 'Adcraft' and 'Poor Richard' clubs combine in their membership the brightest and most progressive minds in their respective communities. New York, Chicago, San Francisco, Boston, Grand Rapids, Kansas City, Indianapolis, Buffalo and various other cities have their advertising clubs where the psychic sparks are made to fly, in a daily, weekly or monthly forum.

"He who imagines that modern advertising is the exploitation of the public is a bicuspidate diploidoc, and would do well to come out of his comatose state and currycomb his convolutions.

"Advertising is the education of the public as to who you are, where you are and what you have to offer in the way of skill, talent or commodity.

TRYING EVERYTHING BUT TRUTH.

"Life, now, is human service.

"To deceive is to beckon for the commissioner in bankruptcy.

"Nothing goes but the truth.

"We know this—because for over 2,000 years we have been trying everything else.

"Academic education is the act of memorizing things read in books, and things told by college professors who get their education mostly by memorizing things read in books and told by college professors.

"It is easier to be taught than to attain.

"It is easier to accept than to investigate.

"It is easier to follow than to lead—usually.

"Yet we are all heir to peculiar, unique and individual talents, and a few men are not content to follow.

"These have usually been killed, and suddenly.

"'Truth,' says Dr. Charles W. Eliot, 'is the new virtue.'

"Let the truth be known about your business.

"The only man who should not advertise is the one who has nothing to offer in way of service, or one who cannot make good.

"All such should seek the friendly shelter of oblivion, where dwell those who, shrouded in Stygian shades, foregather gloom and are out of the game.

TO ESCAPE THE MUMMY TRUST.

"Not to advertise is to be nominated for membership in the Down-and-Out Club.

"The Adscripts and Adcrafts are opposition societies to the mummy trust, symbolized by the Philadelphic Club—that hoary, senile and babbling bunch of barnacles who, having lost their capacity to sin, alternately blab of a good-year virtue and boast of the days that are gone.

"About the best we can say of the days that are gone is that they are gone.

"The Adscripts and the Adcrafts look to the East. They worship the rising sun. The oleo of authority does not much interest them. They want the cosmic kerosene that supplies the caloric.

"A good Adcraftscripter is never either a philophraster nor a theologaster—he is a pragmatist. He seeks the good for himself, for his clients and for the whole human race.

"The science of advertising is the science of psychology.

"And psychology is the science of the human heart.

"The advertiser works to supply a human want; and often he has to arouse the desire for his goods. He educates the public as to what it needs, and what it wants, and shows where and how to get it.

"The idea of the 'ethical dentist' who refrains from advertising was originally founded on the proposition derived from the medicos that advertising was fakery. This view once had a certain basis in fact, when the only people who advertised were transients. The merchant who lived in a town assumed that every one knew where he was and what he had to offer. The doctor the same.

NON-ADVERTISER IS LOST.

"This no longer applies. We are living so fast and inventing so fast, and changing so fast, that he who does not advertise is left to the spiders, the cockroaches and the microbes. The fact that you have all the business you can well manage is no excuse now for not advertising.

"To stand still is to retreat.

"To worship the god Terminus is to have the Goths and Vandals that skirt the borders of every successful venture pick up your Termini and carry them inland, long miles, between the setting of the sun and his rising.

"To hold the old customers, you must get out after the new.

"When you think you are big enough, there is lime in the bones of the boss, and a noise like a bucaneer is heard in the offing.

"The reputation that endures, or the institution that lasts, is the one that is properly advertised.

"The only names in Greek history that we know are those which Herodotus and Thucydides gravely with deathless style.

"The men of Rome who live and tread the boardwalk are those Plutarch took up

and writ their names large on human hearts.

"All that Plutarch knew of Greek heroes was what he read in Herodotus.

All that Shakespere knew of classic Greece and Rome, and the heroes of that far-off time, is what he dug out of Plutarch's Lives. And about all that most people now know of Greece and Rome they got from Shakespere.

"Plutarch boomed his Roman friends and matched each favorite with some Greek, written of by Herodotus. Plutarch wrote of the men he liked, some of whom we know put up good mazuma to cover expenses.

MOSES BIGGEST PRESS AGENT.

"But of all the plenipotentiaries of publicity, ambassadors of advertising, and bosses of press bureaus, none equals Moses, who lived fifteen centuries before Christ. Moses appointed himself ad. writer for Deity, and gave us an account of creation, from personal interviews. And although some say these interviews were faked, this account has been accepted for thirty-five centuries.

"Moses wrote the first five books of the Bible, and this account includes a record of the author's romantic birth and of his serene and dignified death. Moses is the central figure, after Yahweh, in the whole write-up.

"Egyptian history makes not a single mention of Moses or of the Exodus and no record is found of the flight from Egypt save what Moses wrote.

"At best it was only a few hundred people who hiked, but the account makes the whole thing seem colossal and magnificent. And, best of all, the high standard set has been an inspiration to millions to live up to the dope.

"The phrase, 'The Chosen People of God,' was a catch-phrase unrivaled. Slogans abound in Moses that have been taken up by millions on millions.

"When Moses took over the Judaic account, Jehovah was only a tutelary or tribal god. He was simply one of the many. He had at least forty strong competitors. The Egyptians had various gods; the Midianites, Hittites, Philistines, Amorites, Ammonites had at least one god each.

"Moses made his god supreme, and all other gods were driven from the skies.

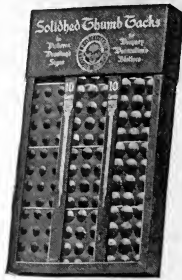
"What turned the trick?

"I'll tell you—the writings of Moses, and nothing else. So able, convincing, direct and inclusive were the claims of Moses that the world, absolutely, was won by them.

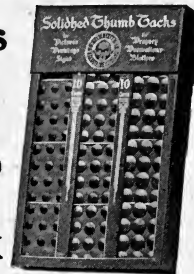
"In the Mosaic code was enough of the saving salt of common sense to keep it alive. It was a religion for the now and here. The Mosaic laws are sanitary laws and work for the positive, present good of those who abide by them.

DEEDS DIE—THEIR RECORD LIVES.

"It is not deeds nor acts that last—it is the written records of those deeds and acts.



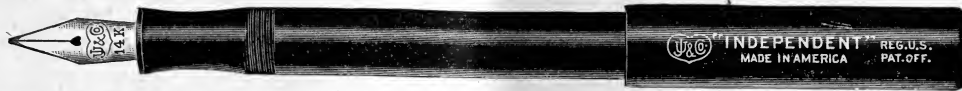
It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

"INDEPENDENT" SAFETY FOUNTAIN PEN.

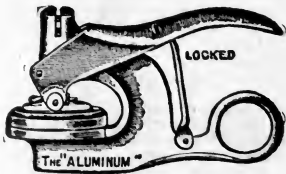
\$1.50
With No. 2
Gold Pen.



\$2.00
With No. 5
Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.

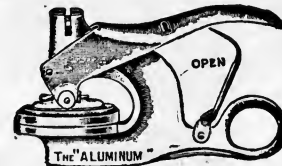
WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. **J. ULLRICH & CO.** NEW YORK CITY



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/8" DIAMETER



Sold by All Up-to-Date Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

To Fully Appreciate Quality

the user of catalog cover-stock must examine our attractive line of samples to appreciate the vast difference "to the good" found in our product.

CORDOVA SUPER COVER

must be examined and impartially judged alongside of other good catalog covers to prove to the user its unusual excellency.

It has the looked-for lasting service and protection to catalogs, booklets, or large directories. Samples will prove our quality claims. Why not look them over?

Detroit Sulphite Pulp & Paper Co., Makers of Papers of Strength, Detroit, Michigan



IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

"It was not the life and death of Jesus that fixed his place as the central figure of his time—and perhaps of all time—it was what Paul and certain unknown writers who never even saw him claimed and had to say in written words.

"Horatius still stands at the bridge, because a poet placed him there.

"Paul Revere rides a-down the night, giving his warning cry, because Longfellow set the meters in a gallop.

"Across the waste of waters the enemy calls upon Paul Jones to surrender, and the voice of Paul Jones echoes back: 'We have not yet begun to fight!' And the sound of the fearless voice has given courage to countless thousands to snatch victory from the jaws of defeat.

"In Brussels there is yet to be heard a sound of revelry by night, only because Byron told of it.

"Commodore Perry, that rash and impulsive youth of 26, never sent that message, 'We have met the enemy and they are ours,' but a good reporter did, and the reporter's words live while Perry's died on the empty air.

The hand of Douglas is his own,

And never shall in friendship grasp

The hand of such as Marmion clasp.

"Sir Walter Scott made that remark on white paper, with an eagle's quill, and schoolboys' hearts will beat high as they scorn the offered hand on Friday afternoons for centuries to come.

"Virginius lives in heroic mold, not for what he said or did, but for the words put into his mouth by a man who pushed what you call a virile pen and wrote such an

COMING TO NEW YORK?

When here this summer, take a little journey down to our Sample Rooms and examine our Superb Collections of Guest, Tally, Auction Bridge, Bridge Whist and Whist Scores. Then a look at our Art Holiday Postals, Xmas Cards and Calendars, Programmes, etc., will be found well worth while. "It's Distinctly Different," and you'll like it. No catalogues.

LEUBRIE & ELKUS

18 E. 14th St. New York

'ad.' for Virginius as he could never have written for himself.

"Andrew J. Rowan carried the message to Garcia all right, but the deed would have been lost in the dust-bin of time, and quickly, too, were it not for George H. Daniels, who etched the act into the memory of the race and fixed the deed in history, sending it down the corridors of time with the rumble of the Empire state express, so that today it is a part of the current coin of the mental realm, a legal tender wherever English she is spoke.

ALL LITERATURE IS ADVERTISING.

"All literature is advertising. And all genuine advertisements are literature.

"The author advertises men, times, places, deeds, events and things. His appeal is to the universal human soul. If he does not know the heart throbs of men and women, their hopes, joys, ambitions, tastes, needs and desires, his work will interest not one but himself and his admiring friends.

"Advertising is fast becoming a fine art. Its theme is human wants, and where, when and how they may be gratified.

"It interests, inspires, educates—sometimes amuses—informs and thereby uplifts and benefits, lubricating existence and helping the old world on its way to the Celestial City of Fine Minds."

Subscribe for THE STATIONER—It pays.

Jewish New Year Cards

SOLD BY

Thompson Smith Company

263 Fifth Ave. New York

Write for Samples

**Engraved in Hebrew
and English**

PRICE \$2.50 PER 100

Gold Beveled Cards or Folders each in an envelope.

Work the Great Panacea

Work keeps the body healthy; the mind steady. When the heart is sick—work. When hope is dim—work. After failure, get up and work. Go at obstacles on the run. Tackle impossibilities hard. Measure today by last year, four years ago. If progressing, fine; work. If losing, too bad; work harder. Be glad that you have work to do.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

WANTED—COMPETENT HOUSE SALESMAN and correspondent, with a thorough knowledge of printing, lithographing, commercial stationery, etc. Give references and state age, experience and salary required. M. L. Bath Co., Limited, Manufacturing Stationers, Shreveport, La.

YOUNG MAN WANTED at once. First-class, A-1 inside salesman and assistant manager; must have complete knowledge of office supplies, blank books, loose leaf and filing devices, office furniture, etc. A most remarkable opportunity for a young experienced man to connect with a firm of young, active workers in large city in Central Ohio. State age, experience and salary to start. Address D. T. T., care American Stationer.

WANTED—STATIONERY AND BOOK STORE—Two thoroughly experienced young men want to buy in growing town or city, established stationery business; must be A-1; \$3,000 to \$5,000. Address Two Experienced, care American Stationer.

YOUNG LADY, seven years' experience, desires position with a reliable book and stationery firm. Employed now. Address Experienced, care American Stationer.

FOR SALE—Interest and management established stationery store; best town in South; an opportunity; three thousand cash or more required. Other interest demanding time necessitates this change. Address South, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Having sold my interest in the Hoge Mfg. Co.

I want exclusive agency for Boston, New York, Philadelphia, Baltimore and Washington. Am known to retail and jobbing trade.

**Hampden Hoge,
108 Fulton St., N. Y.**

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

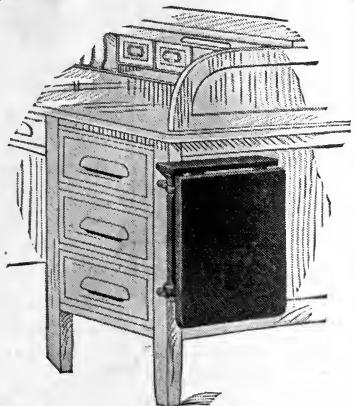
RICHMOND, VA.

CORRESPONDENCE SOLICITED

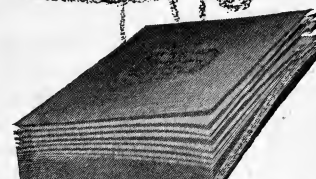
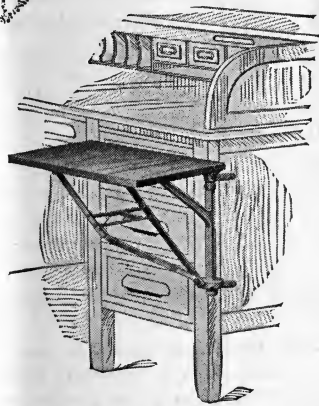
Globe-Desk Tools



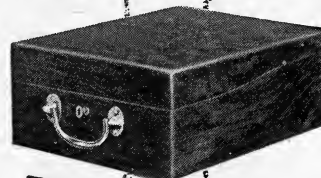
DESK PORTFOLIO



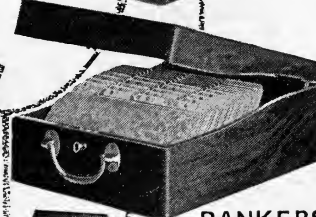
SWINGING DESK SHELF



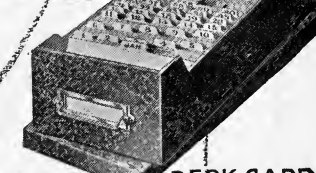
EVERY DAY FILE



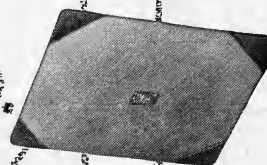
BANKERS
NOTE CASES



DESK CARD
INDEX OUTFITS



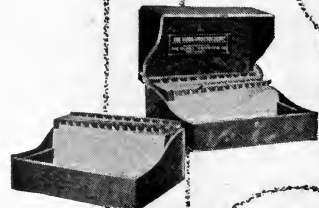
FLEXIBLE DESK PADS



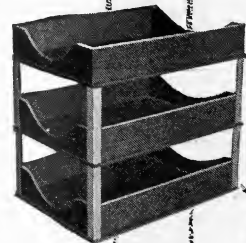
DESK TRAY N^o 1



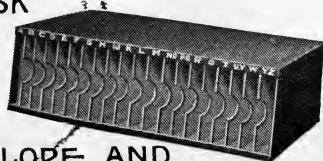
DESK TRAY N^o 2



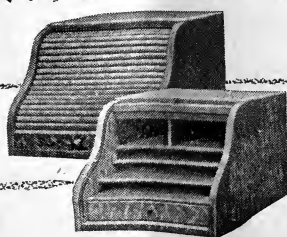
OFFICE TICKLER



SECTIONAL DESK
TRAYS



ENVELOPE AND
STATEMENT DISTRIBUTORS



STATIONERY RACKS



EXCELSIOR DESK PAD

The class of goods which we offer to the Stationers' Trade not only makes it an incentive for them to concentrate their business where they can depend upon a uniform excellence in quality and style—but, when properly displayed in the store, their customers also have less incentive to shop around.

Such conditions establish permanency of trade between factory, dealer and consumer.

Catalogue on request.

The Globe-Wernicke Co.

CINCINNATI.

INFRINGEMENT LAW

The Legal Status of a Man Who Innocently Makes, Uses or Sells an Article Which Is an Infringement of a Patent.

By ELTON J. BUCKLEY.
Copyright, 1911.

What is the legal status of a manufacturer, merchant or artisan who innocently and in entire ignorance of the facts makes, uses or sells an article which is an infringement upon some patent?

I have had several experiences recently which convince me that some information on this subject is needed. Not long ago a salesman for a computing scale manufacturer was endeavoring to sell a number of his scales, on extremely favorable terms, to a large retailer.

"Didn't I see in some paper that so and so had sued your company for infringement of his patents?" asked the retailer during the negotiations.

"That is true," said the salesman, "and we shall defend the suit. But our fights do not touch buyers of our scales; the suit affects nobody but us, and you can therefore buy these scales with perfect safety."

The salesman's statement was wholly wrong. The person making, using or selling an infringing article, however ignorantly or innocently he does it, is equally guilty under the law with the man who knowingly and with fraudulent intent constructs an article which infringes upon another's patent.

ANY INFRINGEMENT ILLEGAL.

This is an apparently illogical and unfair attitude, but nevertheless it is the law. The theory on which it rests is that the fundamental principle of patent infringement is violation of the property rights of the owner of the patent.

Obviously this is not a matter of intent—the property rights of the owner of a computing scale patent, for example, are violated in the same degree by merchants who use an infringing scale innocently and those who do it knowingly.

The government will protect the owner of a patent in three rights—that of making, using or selling the article embodying the patent, or bearing the patented design, if it is a design patent. And more than that, the owner of an infringing article will not even be permitted to give it away as a premium, for this the law holds to be a constructive sale.

To explain this a little, take a manufacturer or merchant who runs across a little mechanical appliance to do, in some improved way, any one of the thousands of things that need to be done about a factory or a store. The appliance is patented and bears notice to that effect stamped in the metal.

The thing is simple, and the manufacturer or merchant makes something like it. He is guilty of infringement upon the other's patent, and can be sued for damages.

He is even guilty of infringement if he has done nothing but make the infringement. Even more is he guilty if he makes and uses, and in the highest degree he is guilty if he sells.

The latter is the way in which patent infringement usually amounts to the most—by the sale, through dealers, of articles embodying an infringement upon some patent. Even one such sale constitutes infringement and gives sufficient ground for a lawsuit.

THE QUESTION OF INNOCENCE.

Cases have frequently arisen, however, which have taken a little different turn from any of those above described. I refer to cases in which merchants or manufacturers innocently buy mechanical appliances and store fixtures—such as cash registers, computing scales, cash carrier systems, bookkeeping systems and all manner of such things, and use them in their own business.

If these are infringements upon some other man's patent, anybody using them, as I have explained, is fully as liable as the maker himself, and his plea of ignorance, or even producing a guarantee from the firm that sold to him, that the article is not an infringement, is not under the law any defense whatever.

If he can show entire ignorance of the facts, however, this usually has the effect of reducing the amount of damages which will be granted against him.

Neither is it necessary for the owner of a patented article to warn infringers as to anything about it. He can do what was done in a recent case—calmly wait until the manufacturer of an infringing article had made a considerable number, and has actually sold them to many dealers, and then swoop down upon the lot of them. Of course, the gist of such a case is the question, is there an infringement? If there is, maker and seller are alike guilty.

AS TO PRODUCT OF INFRINGING MACHINE.

There is one point, however, which has been flatly decided against the owner of a patent in every case in which it has arisen, and that is that the sale of the product of a machine or a process which infringes on a patent does not constitute infringement. For instance, a manufacturer of cigarettes was granted a patent on a machine that turned out cigarettes in a new way. Another manufacturer had built a machine which infringed upon the first machine, made cigarettes and sold them.

The manufacturer of the patented machine went after the other manufacturer, and also after the jobbers and retail dealers who had sold the latter's product.

The court held that while the manufacturer who had infringed the patent was of course liable, the dealers were not, because there was no patent on what they had sold, namely, the cigarettes, and therefore there was no infringement. The patent was on the machine, and only those who made, used or sold an infringing machine—not the product thereof—were liable.

ONLY ACTUAL DAMAGES RECOVERABLE.

Any person who infringes another's patent in any of the ways I have described can be sued for damages, but the prosecutor can recover only the actual damages he can show he has sustained.

In other words, no damages can be collected as a punishment, but only such a sum as will make the injured party whole again. This includes, however, the profits which the owner of the patent might have made if there had been no infringement. This principle almost always comes into cases against dealers who have sold infringing articles.

MADE INFRINGEMENTS.

The law as to trade-mark infringement is wholly different. The seller of an article which infringes another's trade name or trade-mark is not liable, unless he himself adopted the infringing name or mark.

John Jones adopts a trade-mark on certain package goods and James Smith unlawfully copies it. Smith is a manufacturer and sells his goods, bearing the illegal trade-mark, to various dealers at wholesale.

Jones's suit, under the trade-mark law, would have to be against Smith alone, as the responsible author of the infringing trade-mark, although if some retail dealer, after notice, persisted in selling the falsely trade-marked goods, the owner of the real trade-mark might obtain an injunction against him.

As to the sale of some articles which infringes upon a copyright, there is again a difference. Any person making or selling an article—book, advertisement, literary or musical production, chart, map, legal blank, engraving, cut, print, photograph, or business form, which infringes upon another's copyright, is liable only if he sells it knowing it to be an infringement.

Cultivate self-respect. That doesn't mean that you are to be conceited. If you have the dictionary handy, look up the definition of the two words. Self-respect simply means a regard for *you*. It means that you aren't to step one inch lower than your manhood dictates. It's capital. Look out you don't lose it. It's a hard thing to re-invest. It's a standard you put upon yourself. It's your ideal way of thinking and acting.

Send us in samples of your window show cards—Others would like to see them.

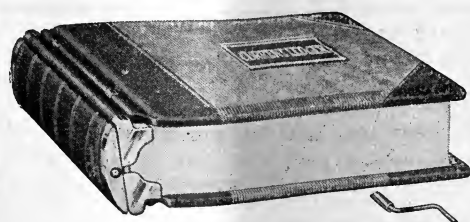


EUREKA EYE SHIELD

SAVE YOUR BREAD WINNERS

The Eureka Eye Shade protects the eye on all sides. Made of Green Celluloid, neatly bound. Costs 25c each. Sold by all dealers. Manufactured by Chicago Eye Shield Co., 128 So. Clinton St. Chicago, Ill.

"TATUM" CURRENT LEDGER



Let us demonstrate its *Superiority*. We will show you what perfection in a Ledger means, or will cheerfully pay Transportation charges both ways, and credit your account with full amount of invoice.

BUILT FOR SERVICE

Perfectly constructed
Handsomely bound

IF YOU HAVE LOOSE LEAF TROUBLES—
WRITE US

YOUR TRIAL ORDER IS SOLICITED

Our complete catalogue 27 E contains a full line of *LOOSE LEAF DEVICES*, and is free for the asking.

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MAKERS OF "THE

LINE OF TRUE MERIT"

HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine
STEWART HARTSHORN CO.
Office and Main Factory. E. Newark, N. J.



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years. 150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

THE LAST IS LIKE THE FIRST

There is no varying quality to be found among

Mason Pens



They are all of the first grade and this accounts for "Once a user—always a user" as this one of thousands of similar letters shows:

"Ft. Worth, Tex., March 11, 1911.

"Please send immediately one gross of your No. 20 Pens. Have used them several years now and do not want to be without them again."—Howard Martin, Registrar, S. U. B. T. Seminary.

Mr. Stationer, this is kind of customers we make for you. Write us for samples, prices and list of users in your town.

W. L. MASON CO., Keene, N. H.

Ink-Counter Profits

Ink counter profits are assured when you display a line of

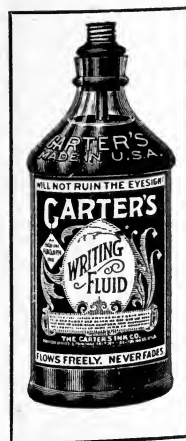
Carter's Inks

and

Adhesives

Sterling goods backed by world-wide reputation covering more than 50 years insure a constant demand which mean ink profits.

Feature Carter's



Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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John H. Daniels & Son, 232 Summer Street, Boston 17	Miller Bros. Cutlery Co., 309 Broadway, New York 7	E. C. Kropp Co., Milwaukee, Wis. 36
Gibson Art Co., Cincinnati, Ohio 8	LOOSE LEAF SYSTEMS, FILES, ETC.	POSTAL SCALES.
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DESK PADS.	PAPER, WHOLESALE.	American Papeterie Co., Albany, N. Y. 19
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I. Smigel, 166 William St., New York. 13	Henry Lindenmeyr & Sons, 32-36 Bleecker St., New York 36	Eaton, Crane & Pike Co., Pittsfield, Mass. 12
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F. Weber & Co., 1125 Chestnut St., Phila- delphia, Pa. 37	Eagle Pencil Co., 377 Broadway, New York.. 37	Hawkes-Jackson Co., 38 Murray St., New York 29
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INKS.	Mable, Todd & Co., 15 Maiden Lane, New York 9	The S. T. Smith Co., 11 Barclay St., New York 37
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INK ERADICATORS.	American Bank Note Co., 70-2 Broad Street, New York 2	
Collins Ink Eradicator Co., Hoboken, N. J. 10	American Playing Card Co., Kalamazoo, Mich. 29	
	United States Playing Card Co., Cincinnati, O. 25	

PERSONALS

E. F. Perry, of the Weeks-Numan Co., New York, accompanied by Mrs. Perry, is in Philadelphia this week on a vacation.

F. W. Connor is now representing the new Standard Loose Leaf Co., 80-82 Fourth avenue, New York City, in the East, his territory taking in everything east of the Hudson river and north of New York. Mr. Connor makes his headquarters at 48 Boylston street, Boston.

C. R. Fargo, until recently manager of the Index Department of the C. S. & R. B. Co., Chicago, has just been made sales manager for that company. Mr. Fargo succeeds R. L. Winans, who has just resigned. Previous to his connection with the C. S. & R. B. Co., Mr. Fargo was with the Kilham Stationery & Printing Company, of Portland, Oregon.

New Atlas of The World

Rand, McNally & Company, of Chicago and New York, announces to the trade that its new Imperial Atlas of the World is now ready for distribution. This work contains new colored maps of each state, territory and large cities in the United States, the provinces of Canada and their sub-divisions. This standard reference atlas has been delayed because of false reports by enumerators. Like the Government, disappointed in the first returns, Rand, McNally & Company were compelled to await a re-count in those sections where original reports were padded. The atlas embodies the final and corrected figures for 1910 by Government enumerators. Price, with marginal index, \$1.75, post-paid. Discount to the trade.

Brightly Lighted Windows Attract

The object of a store window is to advertise not only by day but also by night the stock within.

The hours after dark are the most valuable of the whole twenty-four for advertising purposes, if a window is properly lighted.

People on the street are at leisure to note its contents, and many persons will make it a point to cross a street to see what may be displayed in a particularly bright window on the other side of the way.

Thousands are employed during the day whose chance for observing window displays comes only after their business hours. The streets are filled after closing time with people either going home or to some place of amusement. It is the experience of merchants who have brilliantly lighted windows, that customers will come back one day inquiring for goods they have seen in the windows the night before.

Send us in samples of your window show cards—Others would like to see them.



A Standard That Serves the Customer

WE have made the word "standard" to mean more than mere sizes and styles of blank books. Our B. & P. standard line meets almost every requirement imaginable for business record books. The dealer who pushes this standard line, is bound to establish a high standard of success for himself.

Boorum & Pease Company

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y.
FACTORIES Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS

109-111 Leonard St., Republic Bldg., 220 Devonshire St., 4000 Laclede Ave.,
New York Chicago, Ill. Boston, Mass. St. Louis, Mo.



Stock Goods That Are Really in Stock

Another Feature of B. & P. Standard That Is Important to the Dealer.

DID you ever rush an order to the factory for some so-called "stock" loose leaf item, only to find they did not really carry it?

☐ The B. & P. standard about *stock goods*, means not only orders saved but good will created for the dealer.

☐ In the first place, you have shown him a stock loose leaf binder or ledger that saves him buying a special.

☐ In the second place, it is really a stock article. If you are out of it, you know the B. & P. factory can actually ship it to you instantly. Such service means everything to the dealer. It is just the difference between success and failure.

☐ Our complete new catalogue about B. & P. Standard Loose Leaf Devices will be ready very soon. Get on our preferred list for an advance copy right away.

Boorum & Pease Loose Leaf Book Co.

MANUFACTURERS OF

"Standard" and "Sieber & Trussell"
LOOSE LEAF DEVICES

MAIN OFFICE 109-111 Leonard St., Brooklyn, N. Y.
New York FACTORIES St. Louis, Mo.

SALESROOMS

109-111 Leonard St., Republic Bldg., 220 Devonshire St., 4000 Laclede Ave.,
New York Chicago, Ill. Boston, Mass. St. Louis, Mo.

Notes on New Books

Wandering in China

Roger Sprague gives an account of an unusual journey in a little book entitled "From Western China to the Golden Gate." Mr. Sprague was for a time employed by the Chinese government as a teacher in the great city of Chentu, which is the capital of the Province of Szechuen. Upon the termination of his engagement he spent two months in sightseeing in China, in the course of which he visited unfrequented parts of the country and had experiences quite out of the ordinary. He made a large number of photographs, and thirty of them are reproduced in his book. (Berkeley, Cal.: Lederer, Street & Zeus Company.)

For Tears and Laughter

"Dawn O'Hara, the Girl Who Laughed," by Edna Ferber (Stokes, N. Y., \$1.25) is a delightful story of an Irish girl, a newspaper woman, who lived at a German boarding-house in Milwaukee. It's a love story and much besides. There's truly Irish humor in it and truly German senti-

ment, and both so skilfully mixed that tears are often very near the laughter and a smile seems always eager to break through the tears. It is a well-told story, and though it deals with the pleasant things of life and the seamy things, also, it is never anything but sweet and wholesome. It's a book to give its reader a good time; a companionable book.

"The Man Without a Face"

"The Man Without a Face" (Dillingham, New York, \$1.25) is the authorized English version of a story by Albert Bois-siere. It's a story of mystery. Its most prominent feature is an indomitable and relentless American millionaire's plans for vengeance, mysterious and deep-laid enough, almost, to have sprung from some character of Poe's. The book is full of lesser mysteries into which the reader soon sees, but the unraveling of this chief mystery is kept for the end. The dual personality of one character and the complete change of another, "the man without a face," are skilfully used by the author in leading up to his climax, and

he has written a gripping tale, though not with the power of a master like Poe. There's a paragraph from Poe's "Morella" quoted, and that by itself, a fragment, is the finest thing in the book. The English translation is very poor, even ungrammatical. It was made by Florence Crewe-Jones, who could, we think, do better.

Troublemakers

The prankish boys and girls who cavort through the pages of Clarke, Smith's "About Us and the Deacon" (Philadelphia: The Literary Bureau) have an almost superhuman ingenuity in getting themselves and others into trouble. Two boys are the instigators of most of their antics, but they have efficient assistance from several other boys and three or four girls. They open the book by visiting every house on their street and inviting its occupants to their grandmother's funeral that afternoon. As the lady has not yet died and is not even ill, numerous consequences result which somewhat complicate affairs in the town. The youngsters continue their puckish tricks through three hundred pages and succeed in marrying off their Sunday school teacher, in getting the deacon in and out of numerous scrapes and in leading a very strenuous life themselves while they add much variety to the lives of their parents and friends.

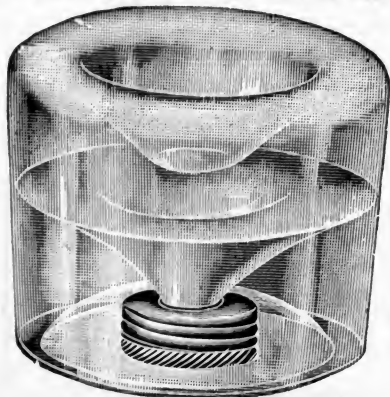
BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURNE'S PATENT PAPER FASTENERS.

75,000,000
SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong, No Slipping, NEVER!
All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.
The O. K. Mfg. Co., Syracuse, N. Y. NO 1 F

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

ARE YOU READY

For the Summer Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch. Try Our New Monotone Style.

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries." Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."



E. C. KROPP & CO.

230 JEFFERSON ST.

MILWAUKEE, WIS.

Manufacturers since 1898

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES

32, 34 and 36 Bleecker Street
20 Beekman Street

NEW YORK

They finally end the tale by "eloping," eight of them, and while the town is searching the country and dragging the lake, they, concealed in a back yard, are "camping out" and enjoying the pies, cakes and other eatables they had commandeered from their several kitchens. It is a jolly, rollicking book, though told with overmuch detail, and it is perhaps rather too long to produce just the effect of lightness and gayety that should be the chief characteristics of such a tale.

A Dancer's Career

In the simulated form of a volume of

**Acme Plate
Portable Blackboards**

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U. S. Government. 120,000 ft. recently shipped to Philippines.

We are the largest Manufacturers of Blackboards and School Supplies in the world.

American Seating Company

218 S. Wabash Ave., Chicago

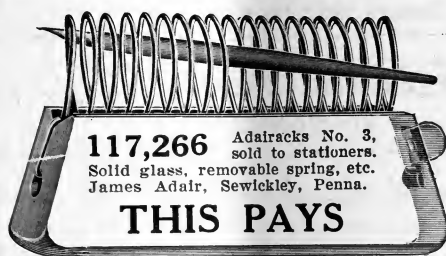
memoirs Miss Dewing, in her novel "A Big Horse to Ride" (Macmillan, New York, \$1.50), develops a character that is doubly exceptional, the great dancer who is also the great lady. The creation is a striking one, and has the rare merit of being obviously logical, so much so that the study must be considered a psychological calculation rather than a portrayal. In other words, the heroine is an ideal rather than a real or even possible person.

As she warns the reader, her career is in no way typical; no hardships to reckon with, either for good or ill; no professional rivalries, no contests except with technical difficulties. In this way she is, in a sense, more typical than the most arduous "climber" of them all, representing the dancer's genius in its clear perfection, un-

scarred by friction, untarnished by sordid contact.

The metaphor of the title is very happily inspired in its suggestion of exhilaration and difficulties, the sense of a performance, and a conquest that the amateur feels in handling a stubborn art. At 27, "unhappily married and famous," Miss Rose Carson essays the hitherto unattempted role of the literary equestrienne. "It may serve to occupy me in the intervals of the dance, save my soul alive from youth and spring and kisses." Two years later she "catches up with" herself at the point where she has finished with emotional experiments. The disclosure is compassed with much more of deliberate artifice than is usually lavished on the autobiographical novel. In its intricacies of mood, its complexities of introspection and retrospection, it is nothing less than the dramatic monologue of Browning expanded to 500 and more pages of prose, somewhat less matter to the square inch, but of the same fashion in conception and phrasing. "Sin leaving the sinner unscathed—therefore not sin—it's an argument stated before."

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.



**If it's Anything in the Line of
Paper for Stationer or Printer**

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

Artists' Materials and Draughtsmen's Supplies

Largest and most complete line of STENCIL MATERIALS and DESIGNS. Catalogue containing over 300 illustrations sent on request.

Outfits for BRASS RELIEF WORK and large assortment of BRASS ARTICLES for decorating. Write for special list. Artists' Material Catalogue Vol. 325 mailed on request.

Headquarters For

**DIAMOND BRAND TYPEWRITER RIBBONS AND
TIP TOP BRAND CARBON PAPERS
SPECIAL BRAND
ARCH BRAND**



THE S. T. SMITH CO.

11 BARCLAY STREET NEW YORK CITY

Telephone Barclay 5922.

Headquarters for Manifold Flimsies, also a complete line of Typewriter Linen Papers, etc.

EAGLE REPORTER PENCIL No. 300



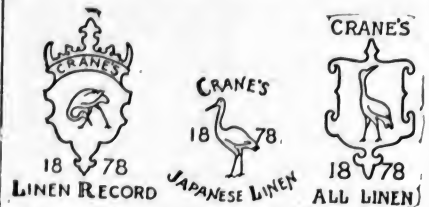
**OUR LATEST
STENOGRAPHIC PENCIL**

Round shape, highly polished in Light Blue Finish. Sharpened at both ends with Gilt Point Protector at one end.



EAGLE PENCIL CO., 377 Broadway, New York

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



Year Books

This line of diaries has achieved popularity from coast to coast. Substantial, attractive, reasonable. Have you ordered a stock for 1912?

B. W. HUEBSCH
225 Fifth avenue, - New York

Year Books

THE AMERICAN PRINTER

Uncle Sam's Experts
The brightest printing minds in America contribute to the columns of **The American Printer**

Some of these eminent regular departments are: Typography, Presswork, Commercial Art, Designing, The Business End, Photo-Engraving and Lithography. Others are called into occasional service for articles of special interest.

In reading **The American Printer** you will get a review of all the latest news and most practical in the whole field of printing. This will be supplemented and illustrated by numerous reproductions with captions of the efforts of printers in all parts of the United States, and of the latest specimens of typography, engraving and presswork produced in America today. This includes many original plates in colors and covers of covers and specimen pages of the fine and more distinctive business brochures and catalogs of the time.

Advertisements for **The American Printer** a medium of unique and unparalleled value. It is the organ of the entire printing business and is the only printing trade journal of its kind.

It is read by the man who buys paper, presses, ink, type and other supplies. The above news covers the advertising page is given by the printer usually consulted by advertisers in **The American Printer**.

You need the book as well as behind the man without it. Send \$1.00 for a year's subscription. Canadian subscribers, 1.50; foreign subscribers, \$1.50. Sample copy 25c. Advertising rates on application.

Oswald Publishing Company
25 City Hall Place
New York

HIGGINS' WHITE DRAWING INK



Chas. M. Higgins & Co.

Originators and Manufacturers

INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**
Factory, 240-244 Eighth Street, } **U. S. A.**

Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL BLANKS, Etc.



In White and Colors

Unexcelled for Blackboard

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.



THE PHOTOMAILER

TRADE MARK

Patented June 26, 1900. Trade Mark registered. You all know the famous T. & N. Photomailer. As a device for mailing photographs it is unequalled, and the dealers find it a splendid staple. We now supply cabinets for shelf use, as well as the mailers. Particulars on request.

The Thompson & Norris Co.
Concord and Prince Streets, **BROOKLYN, N. Y.**
Boston, Mass.; Brookville, Ind.; Niagara Falls, Can.; London, Eng.; Jülich, Germany.